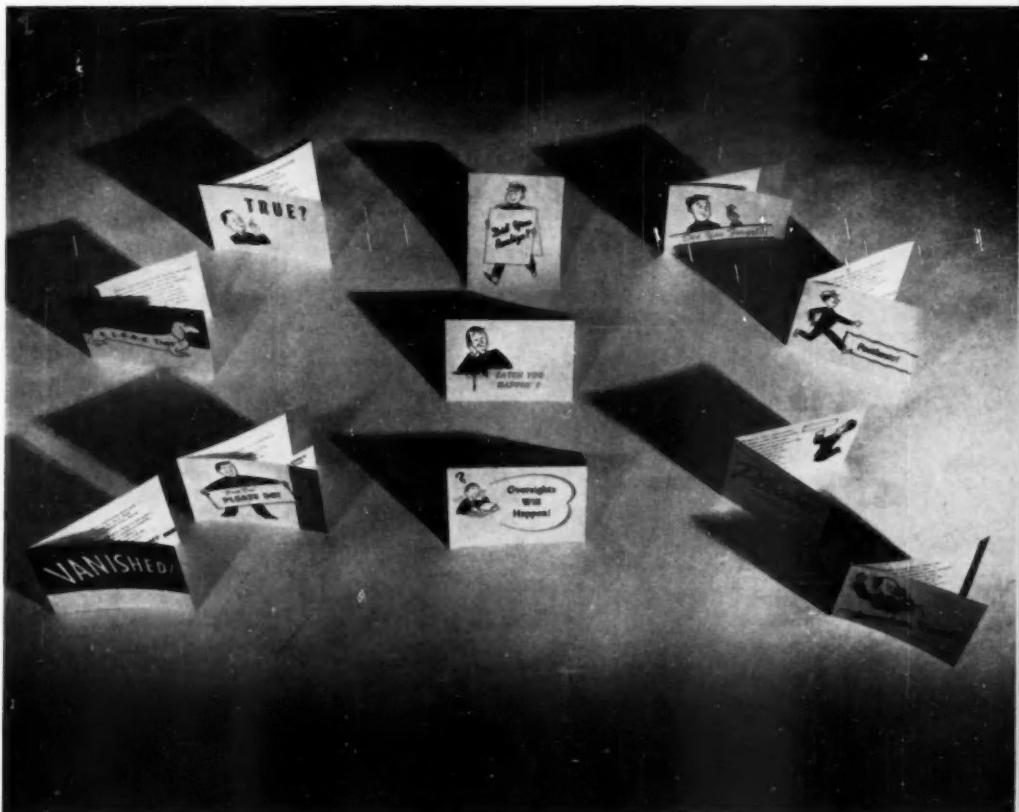


The REPORTER of Direct Mail Advertising

FEBRUARY 1952

Humor for Collections . . . See page 28



Old Colony Cooperative Bank of Providence, Rhode Island solved a delicate problem of public relations by employing humor and colorful verse in collecting delinquent mortgage accounts.



When you plan printing for any purpose, keep this trade-mark in mind. It's the smoothest thing in paper! It represents the diversified and standard Mead brands of printing papers for every business and advertising use.

Your printer or lithographer—and, behind him, America's leading paper merchants—knows Mead Papers for what they are and for the fine job they

do on long runs or short runs, big jobs or little jobs, high-cost jobs or low-cost jobs.

Mead Papers include D&C coated papers and Wheelwright bristols and covers. Among them are surfaces, sizes, weights, and colors for every printed need...some smooth and white as country snow.

Specify and use Mead Papers for every job, every time.

THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta

ESTABLISHED 1846

T.M. Reg. U.S. Pat. Off.



MEAD PROCESS PLATE is the low-cost coated paper for fine letterpress printing in one or many colors. Its smooth, glossy surface is ideal for high-speed printing with fine-screen engravings . . . and with regular, "heat-set," or "flash-dry" inks. A sample book is yours for the asking.

"Mead Papers mean business." That's what the series of full-color advertisements is saying this year to the 1,850,000 readers of Time and Business Week.

Thank You, Professor . . .

The report reproduced here was written by Professor C. R. Anderson of the University of Illinois, Urbana, Illinois . . . who is editor of the fact packed monthly bulletins of the American Business Writing Association teachers of letter writing. Commendation from such a source is worth shouting about.

The ABWA Bulletin, November, 1951, page 16

A SHORT COURSE IN SALES WRITING
Henry Hoke, "How to Think About Direct Mail," The Reporter of Direct Mail Advertising, October, 1951, pp. 27-72

Hoke subtitles his article, "an outline for a short course in Direct Mail Advertising." It ought to be required reading for all business writing teachers and students.

1. What you should know about people.
2. What you should know about thinking and planning before you write.
3. What you should know about the construction and writing of letters.
4. What you should know about analysis and criticism of letters.
5. What you should know about questioning.

Almost all aspects of letter writing are discussed in this article; it is not limited to just sales copy. Highlights for teachers and business correspondents are the seven examples of letter styling on pp. 32-33, the discussion of "details of routine correspondence," and advice on how to break bad habits of writing. Hoke's emphasis on writing will please ABWA members. He says:

Over the past 30 years I suppose I have heard practically every question which could possibly be asked—the nine constituent parts of a letter or a direct-mail piece. The tenth constituent part—of a letter, the copy, the appeal—is the most difficult to concern the soul. In this short outline giving you a suggested study program for direct mail, I have tried to focus on this tenth constituent—the soul.

There are many good things there. Get a copy and read it. Hoke's article is being reprinted in booklet form and will sell for \$1. There is another \$1 and order the reporter is 536 Hilton Avenue, Garden City, N. Y. Hoke's article is being reprinted in booklet form to satisfy the demand for reprints.

While you are getting it, you might as well chip in another \$1 and order the reporter is 536 Hilton Avenue, Garden City, N. Y. This is a thirteen articles written for The Reporter—articles which were so popular that they are now in booklet form to satisfy the demand for reprints.

As an added attraction (as if there weren't already enough in the October stimulating article on page 22 by Boyce Morgan, "It's Time to Cut the Cuts," Morgan's advice is, "Let's get rid of corny words and phrases in direct mail." But he admits that it is easier to say it than to do it.

Both booklets mentioned in report 16x9 52 pages are now available. Single copy price is \$1. Discounts for quantity: 25% off on 25 to 250 copies, 33 1/3% off on 250 to 500; 50% off on 500 or more.

Send orders to: THE REPORTER OF DIRECT MAIL ADVERTISING, 53 HILTON AVE., GARDEN CITY, NEW YORK.

FROM AUTO-TYPIST FILES:

Let Ewald Mayer tell you...

"Direct Mail Results Up 300% with Auto-typist



Sales Mgr.,
Safeguard Corp.,
Lansdale, Pa.



Models To Meet Every Requirement



Model 5030
Operates any typewriter. Permits pushbutton choice of 5-20 different letters.



Model 5100
For smaller office. Automatic operation of any electric typewriter.

Auto-typist

Solves Steno Shortages

Here's how! Transfer all your routine correspondence to perforated Auto-typist rolls . . . let your Auto-typist automatically process each outgoing letter, retaining all the attention-getting qualities of an individually dictated and typed message. Sound easy? It is, and fast, too . . . one girl with Auto-typist equipment can turn out as many as 500 letters a day! Better find out about Auto-typist today.

Mail this
Coupon today

for free Auto-typist literature and full information on the Auto-typist line.

AMERICAN AUTOMATIC TYPEWRITER COMPANY
614 North Carpenter Street, Dept. 22
Chicago 22, Illinois

Name _____

Firm _____

Address _____

City _____

Zone _____ State _____

The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

Editorial and Business Offices
53 HILTON AVE., GARDEN CITY, N. Y.
Phone GARden City 7-5508

Volume 14

Number 10

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HENRY HOKE, Editor and Publisher

M. L. STRUTZENBERG, Circulation Mgr.

HENRY HOKE, JR., Advertising Mgr.

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THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to the benefits of regular subscribers, all Members of the Direct Mail Advertisers Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

GET GOING on the monthly roundup of news items and comments on things of interest to direct mail people. Read this department with a pencil in your hand. Check the squares where you or your secretary should do something . . . such as ask for a sample or further information. In that way you will be multiplying the value of your subscription to *The Reporter*.



NOTE OF CAUTION! Jack Tillotson of Modern Handcraft, 2401 Burlington Street, North Kansas City 16, Missouri put over a good point at January meeting of Hundred Million Club. (Many other good points, too, previously covered in December Reporter.) As soon as increased postage rates became a certainty, we all started talking about methods to reduce costs, cut corners, etc. Don't go too far. It might be you are not spending enough . . . on each mailing or per piece. Jack told about a test they are running with four color envelopes versus their old style plain envelope. So far . . . the four color job is pulling more orders per thousand . . . more than enough to pay increased cost. There will be other items about this subject in the months to come.



CONGRESS will get a shot in the arm about equitable postal rates . . . if one advertising man and direct mail devotee gets his way. Jack (J. B.) Sebrell (advertising agency), 300 South Los Angeles Street, Los Angeles 13, California is running for Congress in the twenty-third district. He says: "If elected, you bet your bottom dollar that I am going to try to do something about the postal situation." Here's hoping!



QUITE A DEPARTURE from the usual was the form letter from the Office of Commissioner of Internal Revenue enclosed this year with all tax blanks mailed to individuals. Hope you all read it. Not a bad letter . . . outlining reasons why we should be careful in making our returns. Can't help adding

however . . . wouldn't it be fine if there was an accurate record of the expenses of the Post Office? How many million letters does the Treasury Department mail per year? How many million from the Agriculture Department, Veterans, Commerce, National Production, Defense, Labor, etc.? All without postage. The Post Office carries it all FREE without any accounting. Then the Post Office is supposed to run without a deficit on the money it collects from the rest of us who pay for postage.



JOSEPH FLIGMAN, president of James Davis, Inc., 1400 Milwaukee Avenue, Chicago 22, Illinois (one of country's largest wallpaper wholesalers) issues a monthly 4 by 9 1/4 inch, 3-wing type house magazine. Always lively and interesting. A good personalizing stunt was used in January 1952 issue. Front page carried a New Year's message, letter style in a box. The plate used in addressing each issue was imprinted above the message. It was an idea of Tony Kostelnick, who handles the mailing department. Caused him extra work . . . because each copy had to be matched with the envelope.



ADDRESSOGRAPH PLATE IMPRINTING for personalizing can be dangerous if you don't watch out for details. Larry Brettnar's wife recently engaged a new laundry service when they moved from New York to Washington to accept a job at American Aviation Publications. When she received a welcoming message as a new customer . . . the plate imprint above the letter read:

Mrs. L. L. Brettnar. B1402
6513 36th St. 9
Arlington 7, Va. PSSS
No Starch In Shirts 1-52
Dear Mrs. Brettnar:



NEWSWORTHY. At a recent meeting of the National Council of Mailing List Brokers, courageous action was taken to avoid disputes between members . . . or to settle disputes before they get

Save Time! Cut Costs! Speed-Up Addressing with DUPLISTICKERS

Use these gummed, perforated letter-size sheets of 33 labels to expedite addressing and increase office efficiency.

MODERN METHOD OF ADDRESSING MULTIPLE MAILINGS, PREMIUMS, BULKY ENVELOPES, ETC.



Typists address 4 or more copies in one operation. 25 sheets (825 labels) 60c pkg., at stationery stores. White and 5 colors. Also special type for fluid applicators.

Write for
FREE Sample
Package

Eureka Specialty Printing Co.
558 Electric Street
Scranton, Pa.

DUPLISTICKERS
are made only by **EUREKA**

YOU'LL NEVER KNOW HOW GOOD YOUR DIRECT MAIL OFFERS REALLY ARE

Until you test their pull on Willa MADDERN recommended lists of direct mail and mail order buyers. These lists are producing record-breaking results for others . . . and they can do the same for you. Whether you need five thousand or five million names, we can get them for you . . . and you can bet they'll be responsive. Yet they cost NO MORE than ordinary lists.

Charter Member National Council
Mailing List Brokers

willa MADDERN, inc.

215 Fourth Ave., New York 3, N.Y.

Without obligation, send us complete details about more responsive mailing lists.

Name _____ Product or _____ Offer \$.....

Service _____ Company _____

Address _____

City _____ Za. _____ State _____

DUNHILL MAILING LISTS

1500 Different Categories

Local • National • International

Agents

Airline Owners
Alumni
Architects
Army & Navy Stores
Associations
Authors & Writers
Brides
Brokers
Business Executives
Business Women
Buyers (Store)
Canvassers
Car Owners
Catholic Buyers
Ch. Stores
Charity Contributors
Church Societies
Civil Service Lists
Clergymen
Club Members
Clubs
College Students

Country Clubs

Credit Buyers
Drug Owners
Defense Contractors
Engineers
Factory Workers
Farmers
Fleet Owners
Freight Lines
Gift Parcel Buyers
Golfers
Govt. Employees
Home Owners
Housewives
Installment Buyers
Manufacturers by Industry
Neighborhood Lists
New Businesses
New Mothers
Nurses

Office Managers

Office Workers
Pilots
Professional People
Property Owners
Purchasing Agents
P. X. Stores
Religious Groups
Retail & Dept. Stores
Scientists
Spartans
Stockholders
Teachers
Teen-Agers
Television Owners
Tele-Salemen
Treasures
Veterans
Vacationists
Wealthy Men and Women
Wholesalers
Yacht Clubs and Members
Yacht Owners

Mailing List Catalog Free on Request
Write for a Copy on Your Letterhead

Ask our Research Department for Information on Special Lists for Fund Raising, Public Relations, Market Research and Special Projects

PHONE OR WRITE FOR DETAILS

DUNHILL

INTERNATIONAL LIST CO., Inc.

565 Fifth Ave. • New York 17 • PL 3-0833
Miami Branch: 3162 N. Miami Ave., Miami, Fla

serious. The members unanimously elected C. H. Ruby of James True Associates to act as arbiter. They all agreed to abide by his decisions. Incidentally . . . it is a great tribute to Hank Ruby. But he deserves it. Always fair. Other associations could well follow suit. We have seen some very silly arguments develop into expensive legal actions. Friendly and sensible arbitration can quickly solve most cases.



□ **SHORT SAYINGS** provide the theme for a series of postal cards mailed at frequent intervals by Olmstead & Foley, 1200 Second Avenue South, Minneapolis, Minnesota. Standard display heading: "Unquote. Then four short sayings relating to life and advertising, such as: "Too many of the things people know about advertising aren't true." Always interesting. Can be read in less than a minute. Keeps the O&F agency name before customers and prospects in a friendly, economical way.



□ **"DISTURBED AND SHOCKED."** That's what a subscriber of ours in England said he was when he discovered his subscription agents had made a mistake. They sent his renewal to that other Reporter on 42nd Street in New York. When he got the different magazine he thought his old friends at this Reporter had gone berserk. But everything is straightened out now. Warning again: if you deal with a subscription agency be sure to order The Reporter of Direct Mail Advertising, 53 Hilton Avenue, Garden City, N. Y.



□ **ROBERT M. GRAY**, advertising and sales promotion manager of Esso Standard Oil Company, has been named general chairman for the 48th Annual Convention of the Advertising Federation of America, which will be held at the Waldorf-Astoria Hotel in New York June 8 to 11, 1952. (For more information about coming conventions see page 36.)



□ **NOT FOR CHILDREN** is the joke book (paper bound 6 by 9 inches, 56-pages) recently issued by D. R. "Mac" McCleary, editor of "Parts Pups," the monthly h.m. of Genuine Parts Company, 475 West Peachtree, Atlanta, Georgia. As reported previously, "Mac" dreams up one of the darnest house magazines in the country. It goes to automobile service station personnel. Every issue contains jokes and iPhilers, which most h.m. editors would not dare to print. "Mac" decided to combine

Specialists in
ENVELOPES
and
Outstanding Service

- AIR MAIL
- CATALOG
- MERCHANDISE
- POSTAGE SAVER
- OFFICE SYSTEMS
- PACKING LIST
- EVERY OTHER STYLE
- COIN

THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS!



**GARDEN CITY
ENVELOPE Co.**

If you'd like to receive our brisk little publication "THE POSTMARK," you have only to request it. Please use the coupon below.

3001 N. ROCKWELL ST.
CHICAGO 18, ILLINOIS
Phone CDonaill 7-3600

Garden City Envelope Co., 3001 N. Rockwell,
Chicago 18, Ill.

Please put my name on "THE POSTMARK" mailing list.

My Name _____

Company _____

Address _____



the jokes of the past three or four years into one booklet . . . but he developed a gag for controlling its distribution. To get the booklet his readers must purchase one of the following three items: Waxing Kit (\$2.06), First Aid Kit (\$2.83) or an Automatic Windshield Washer (\$7.21). This reporter settled for the First Aid Kit . . . but we are having trouble keeping our copy of the joke book. If you haven't seen a copy of "Parts Pup" . . . better write to "Mac" and beg him for a sample.



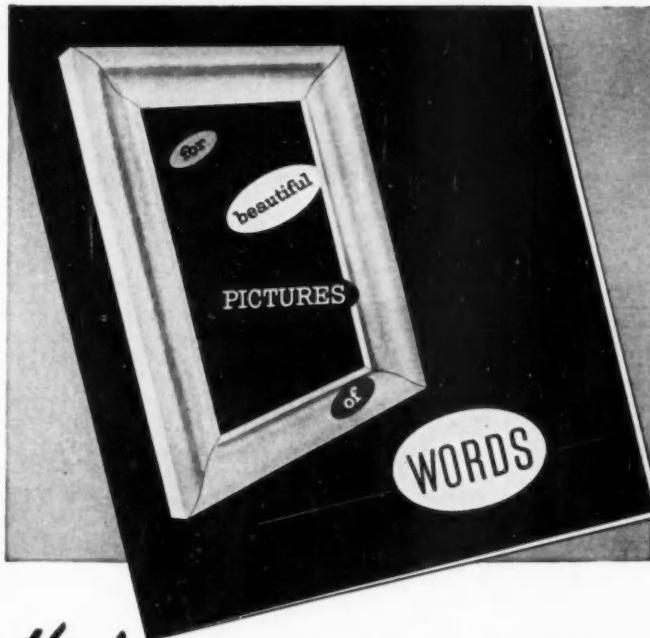
WARNING TO SUBSCRIBERS in New York and Chicago areas! In several recent issues we have told you how the Federal Trade Commission and the Post Office Department have cracked down on the publishers of phony directories . . . the folks who send you circulars which look like invoices, asking for payment of your listing in a local trade directory. Pasted in this "invoice" is your listing in the yellow pages of the classified telephone directory. The Post Office issued several fraud orders and the FTC ruled against this clip-and-paste practice. This warning is to tell you to be careful of a new line of action developed by the gyp artists to get around the Federal Trade ruling. We have samples from both Chicago and New York areas where the promoters now photostat the telephone directory page and paste the photostat of your listing on the phony bill. In some other cases they actually set your name and proof it on yellow paper, claiming they have run your listing free-of-charge in the first issue. There is never a first issue and you are simply getting a fake proof. Warn your accounting office to be very careful of all "bills" for directory listings.



THE DEATH OF Charles Bethge was a shock to all his friends. This reporter learned belatedly that he passed away on December 10, 1951. He was one of the top executives of the Chicago Mail Order Company (Aldens, Inc.) but he was perhaps better known as a crusader for fair and equitable postage rates and regulations. He was chairman of the board of the National Council of Business Mail. At one time he was vice president and chairman of the executive committee of the DMAA. He will be missed by his many friends in direct mail.



GOOD PICKING AGAIN! In the August 1951 Reporter we made quite a fuss about the "Rabbit Habit" campaign originated by Ed Wescott, advertising manager of Bankers Life Insurance Com-



*Now! sales letters become beautiful pictures of words . . . with the new Remington *Electri-economy**

send for
FREE
copy of
this
typeface
brochure
today!



Room 2465, 315 Fourth Ave., New York 10, N.Y.

Yes, I would like a FREE copy of folder RE 8505.

Name _____
Firm _____
Address _____
City _____
Zone _____ State _____

Remington Rand

THE FIRST NAME
IN TYPEWRITERS

pany of Nebraska, Lincoln, Nebraska. It is always encouraging to have our opinions confirmed officially. We just learned that at the last annual meeting of the Life Insurance Advertisers Association, Bankers Life received the top award of excellence for the most meritorious preparation, use and display of material to motivate agents. We are now wondering what Ed Westcott will come up with next.



A SENSE OF HUMOR gets attention . . . especially in these days of trials and tribulations. People who have received business correspondence from a small businessman in Oakland, California get a chuckle from the light-touch ending: Howard Baby Furniture Store. (Signed) I. Howard, Head Baby.



FLUORESCENT PRINTING, lighting and materials seem to be the rage. If you are interested in the subject, write to Ultra-Violet Products, Inc., 145 Pasadena Avenue, Pasadena, California for interesting circular describing what you can do with Black-Ray lighting and with Ultra-Violet paints. No immediate direct mail application except possibly invisible inks. But wonderful for displays.

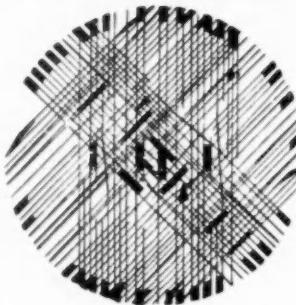


SCHOYER'S VITAL ANNIVERSARIES (1952 edition) is now available. This is the 5th consecutive year that Will and Maxine Schoyer have published a directory listing all the important anniversaries around which news stories, articles, or advertisements can be slanted. The enlarged edition for 1952 is priced at \$4.50 per copy. Can be purchased directly from the Bureau of Business Practice, 100 Garfield Avenue, New London, Connecticut.



ADD TO DIRECT MAIL MAGICIANS the name of Leslie P. Guest, who is in the Direct Mail Department of Alfred Allen Watts Company, Inc., 740 Washington Avenue, Belleville 9, N. J. In our January issue listing we omitted his name, although we have known for years that Leslie was for eleven years a national secretary of The Society of American Magicians. He should join Luke Kaiser, Abe Mitchell, Bill Wahl and Mack Beresford at the Washington Convention. Incidentally, Leslie Guest is now performing some feats of magic with his own direct mail production. He sent us a complicated three-sheet affair which is difficult to describe. All three sheets were printed on both sides in two colors and assembled together all at the same time on one press . . . a special press for printing office forms

at low cost. If you are interested in seeing samples, write to the magician. Here is the design which is printed on Leslie Guest's professional card under the heading, "Can You Read This?"



It contains an actual message of eight words (including initials). Try it. It's easy to read when you know how.



THE ORGANIZATION AND OPERATION of an industrial advertising department was carefully explained and pictured in a 12-page feature story in the December 1951 issue of "Torch," the professionally perfect magazine of the Milwaukee Advertising Club. The article was planned and written by Advertising Manager Arthur R. Toite, General Machinery Division of the Allis-Chalmers Mfg. Co., Box 512, Milwaukee 2, Wisconsin. Charts show organizational setup. A series of 31 specially posed pictures take the reader through a guided tour of a busy advertising department. If you write to Arthur, he might be able to supply you with reprint. Well worth having.



CRUSADE FOR 1952. We mentioned this before . . . but it should be repeated. Every person connected with direct mail should at intervals do two things: (1) Arrange to have one of your friends order something from your concern, or have him ask for information, or make a complaint. Find out exactly what happens. How is the order or inquiry handled? How does it look? You may be surprised. The office or shipping routine may be breaking down or destroying the good will you are building up in promotion. (2) Call yourself or other sales officers of your concern on the telephone. What kind of telephone manners are the habit of your employees? Do the employees irritate customers by making it difficult to get calls through? Some of the biggest men in business are the easiest to reach. Some little pip-squeaks with Napoleonic complexes, or too-conscious secretaries, wreck their advertis-

ing promotion by deplorable personal telephone contacts. Don't let it happen in your business. That is a crusade worth working on.



WATCH OUT for the charity drives using the technique of high-pressure telephone solicitation. Many of them are phony. Don't promise anything on the telephone. If at all interested, demand a letter with complete details of the charity and who is behind it. One recent campaign irritated a lot of people. Those who asked for details by mail received a letter thanking them for their "promise to contribute." Then demanded a check.



ANOTHER IDEA BOOK well worth having is being distributed by Irving Levy, Inc., 670 Fifth Avenue, New York 19, N. Y. It is a sample portfolio called "Idea Stimulator." In the pocket are 30 8½x11 sheets giving copy and explanations on 30 different ways to increase reply card percentages. Write to Irving Levy for descriptive literature for this and other idea portfolios.



ONLY RAY OF SUNSHINE in the present postal situation is . . . there has been no increase in the cost of air mail and air parcel post. And you can still ship as much as 70 pounds by air parcel post without worrying about the class of post office. The Air Transport Association of America, 1107 Sixteenth Street, N. W., Washington 6, D. C. is making hay out of the situation by telling businessmen about these advantages in well-written letters and circulars. If you haven't received latest mailing, write to M. F. Redfern for a sample.



WHAT IS INDUCEMENT? We understand that some retail liquor dealers are afraid to use permit business reply envelopes in their mailings to customers for fear of violating one of the rules of the Alcoholic Beverage Control Board. Liquor dealers are not allowed to offer any "inducement" to a customer. How a business reply envelope could be considered as an "inducement" is beyond us. It is simply a convenience furnished to customers for ordering or sending checks. It isn't any more of an "inducement" than the liquor dealers' messenger service, which makes it easy for the customer to order by phone. Note: The A.B.C. has just ruled that it "has no objection." That settles the argument.

□ MARJORIE DENT CANDEE has retired after 23 years devoted to fund raising and publicity for Seamen's Church Institute of New York. She deserves a fare-well and good luck salute from everyone in direct mail. She did so much to raise the sites of charitable solicitations. No one could complain about her use of the mail. It was always tops in honesty and sincerity. In private life Marjorie is the wife of the Reverend John Walter Houck, pastor of Pilgrim Congregational Church, the Bronx. Understand she will keep her finger in the pie by devoting a little of her time to free lance writing. Good luck!



□ SPEAKING OF FUND RAISING . . . we like the prospectus supplied by William M. Proft Associates, 14 Prospect Place, East Orange, N. J., to their customers and prospects. On four pages, Bill Proft explains his sensible and sound theories about fund raising. He also furnishes a well-organized, four-page information outline with many questions which must be answered before any programming can start. Bill has also tied up in some manner with our old friend Matthew P. Adams, formerly of the New York Childrens Aid Society, but who now operates at 26 North Mentor Avenue, Pasadena 1, California. With these two fellows guiding fund raising thinking on the East and West Coasts, the Better Business Bureaus should have less and less complaints.



□ WHAT'S THE READERSHIP of your letters? That is always a debatable question. Is it 25 per cent, or 50 per cent, or how close can you approach 100 per cent? A. August Tiger, 545 Fifth Avenue, New York 17, N. Y., has just issued an interesting 16-page bulletin titled: "Showmanship in Sales Letters." It's a result of surveys August has made during the last several years on the readership problem. Gives some valuable suggestions on the use of appropriate "stoppers" to increase readership. Worth having in your library. No cost if you write on your business letterhead.



□ HEY! YOU! SEE! SO! is suggested as another formula for letter writers who get tired of Attention-Interest-Desire-Action . . . or Picture-Promise-Prove-Push. Charlie Shaw of Beloit, Wisconsin sent it in. Says it's used by Walter S. Campbell to summarize: (1) catching the reader's attention; (2) assuring him that what you have to say concerns him; (3) getting down to

Lower Sales Costs for Your Customers
Extra Orders for You

Fox River

ONION SKIN

100% COTTON FIBRE Anniversary

25% COTTON FIBRE Dictation Tru Opaque

25% COTTON FIBRE Dictation

SULPHITE VALID

Postage-free selling! That's a special economy your customers enjoy when the same stamp carries extra circulars because they weigh so little when printed on onion skin "by Fox River."

Strong Fox River onion skin — in a wide range of colors, finishes and grades — plays many roles as a hard-working, cost-cutting paper. Only a few of its applications are illustrated below. A personal presentation of Fox River's . . .

Free Kit of Printed Specimens

. . . may turn up many a printing order for you that did not exist before.

Fox River onion skin offers cockle, glazed, unglazed, and laid finishes; also six colors. Write us for free kit of printed specimens; ask your Fox River merchant for samples.

FOX RIVER PAPER CORP., Appleton, Wis.

OVERSEAS STATIONERY CIRCULARS

PLANT FORMS PRICE BOOKS

The Fox River Onion Skin paper fits the trend

HOW TO RUN A SMALL BUSINESS

Your business will have a better chance to flourish, promises this great business guide by J. K. Lasser. Here are 1000 useful, tested principles. Book shows how to buy, sell, manufacture, operate, control . . . handle all parts of your business better. An amazing list of do's and don'ts—ideas, methods, pointers to help the small businessman build business—plug every loophole for escaping profits. Covers accounting and records . . . avoiding tax frauds . . . tax management . . . credit sales . . . financing . . . insurance . . . form of organization . . . special kinds of businesses . . . and others. By J. K. Lasser, C.P.A., Adjunct Professor of Taxation, N. Y. U. 350 pages. \$4.95.



How to use PRACTICAL BUSINESS PSYCHOLOGY

Gives sound knowledge of the human being as he behaves in the business world, to enable you to improve his performance. Shows how to help each man increase his productivity, get along with his fellow employees, develop leadership qualities. Considers such personal and business problems as job pride, motivation, nervous tension, concentration, morale, etc. Includes self-rating charts for personal and business use. By Donald A. Laird and Eleanor E. Laird, Industrial Consultants. 576 pages, 210 illustrations. \$6.00.



How to master CLEAR WRITING FOR EASY READING

A practical aid for getting ideas from a written page into a reader's mind. Supplies methods to help you inform . . . to influence others . . . any type of composition writing; gives special attention to everyday writing, both in business and social life—office memoranda, reports, letters, etc. Tells how to define your audience and your purpose . . . how to outline . . . how to write crisp moving sentences . . . how to use picture words . . . how to avoid repetition. Gives a host of hints and examples. Says Howard Stevenson, Vice-President, Hill and Knoblon, Inc. . . . "The very best and most practical treatise on factual writing to date." By Norman G. Shidle, Mgr., Publications Div. Soc. of Automobile Eng's. 176 pages. \$3.00.



SEE THESE BOOKS 10 DAYS FREE

McGraw-Hill Book Co., 330 W. 42 St., N.Y.C. 36
Send me book(s) checked below for 10 days' examination on approval. In 10 days I will remit for book(s). I keep plus few cents for delivery, and return unwanted book(s) postpaid. (We pay for delivery if you remit with coupon; same return privilege.)

- Lasser—**SMALL BUSINESS**—\$4.95
- Laird & Laird—**BUS. PSYCHOLOGY**—\$6.00
- Shidle—**CLEAR WRITING**—\$3.00

(Print)
Name _____
Address _____
City _____ Zone _____ State _____
Company _____
Position _____ RDM 5-52

This offer applies to U. S. only.

cases by bringing forward facts, ideas, or emotions that will hold his attention; and (4) suggesting a cause of action or an attitude of mind derived from and justified by what you have shown him.



□ **MAGAZINE INSERTS** are now being promoted in an attractive, 20-page, 8½ x 11 booklet issued by the members of the Planned Advertising Roundtable group. Well-written copy and illustrations show the advantages of using inserts in trade or general publications. . . . how those inserts can be adapted or changed around to be used for promotional folders, mailing cards, counter displays or calendars . . . thus spreading the original cost over several applications. Specific illustrations proving these points should be valuable to many advertising managers. Get a copy by writing to Don Molitor of the Jaqua Company, 101 Garden Street, S. E., Grand Rapids 2, Michigan.



□ **THE NEW YORK TIMES'** Promotion Department does a consistently outstanding job with direct mail. The continuous campaign (directed to many types of lists with hand-tailored pieces) is perhaps the largest and most comprehensive staged by any publisher. But the Promotion Department outdid itself in celebrating the Times' 100th Anniversary. Spectacular . . . were the two books produced by Simon & Schuster and around which promotion revolved. A hard-cover book of 559 pages told "The Story of The New York Times." Sells for \$5. A paper-bound, 8½x11 book of 112 pages, titled: "100 Years of Famous Pages" . . . reproduced the 100 most sensational front pages of last 100 years. Fascinating to read. Should be in every library.



□ **CONFUSED THINKING.** A recently received form letter has this first paragraph: "Gentlemen: May I refer you to my letter of last year and my booklet, 'We Started Early,' which I sent you if you have not definitely decided on your commemoration of your 100th Anniversary." Just what did the writer want to put across? We think we know but are not sure. Remind yourself to examine your own first paragraphs . . . the most important part of your letter. Are they clear?



□ **A BIG PROBLEM** in industrial advertising has been the difficulty of presenting the story of a large industry with multilacel operations. We like the way

the problem was solved for International Steel Company of Evansville, Indiana by Alan Brentano of Keller-Crescent Company, 20-26 Riverside, Evansville 8, Indiana. International is primarily a steel fabricator, but it also makes revolving doors, industrial doors, steel buildings, aviation buildings, railroad car parts and other steel products for builders. To put this complex story across to its many and varied types of customers and prospects, International produced a 44-page, 8½x11, plastic-bound book titled: "This is International Steel." Actually a catalog where a buyer of steel or steel parts can find word-and-picture examples of many difficult steel problems and how each was solved. There are no pictures of officers, directors or executive personnel. It is entirely devoted to information that may be of value to International's customers.



□ **A CUT-OUT BRUSH** . . . 8½ inches long, is attached to letter mailed by Paul Bringe sales manager of Milwaukee Dustless Brush Co., 530 North 22 Street, Milwaukee 3, Wisconsin. A good example of getting realism into a descriptive letter. The printed cut-out shows bristles clearly. The rib or steel back is a fold of the cut-out. Lift it . . . and you can see how bristles are handstitched into block of the "Speed Sweep" brush. Makes the well-written letter even more convincing.



□ **PHILATELISTS** have trouble with rackets too. There's a hot story in the December issue of "The World Stamp Market" (published by The Gossip Printery, Inc., Holton, Kansas) by our friend Herman Hersh Jr. of Shrub Oak, N. Y. Tells about a politician's pal who defrauded hundreds of dealers and stamp collectors with phony ads and merchandise. Swindled at least \$12,000. When caught and convicted was let off with nothing more severe than probation. Even though restitution was not made, court later revoked order and discharged the culprit from probation. No wonder Herman and other dealers are incensed.



□ **LONG TIME CALENDARS** are making an appearance. The H. T. White & Co. (specialists in hotel and club printing), 5 Beekman Street, New York 7, N. Y. issued a 4½ by 10½ inch wall card on which appeared the calendars for 15 years. But The Greenbrier Hotel, White Sulphur Springs, West Virginia has them all beat. Their 30-page, 3 by 5¼ inch booklet contains calendars good for two hundred years (from 1801 to 2000). Twelve-month schedules are

listed on each page. In the margin of each page is a list of the years during which the particular page is applicable.



□ THE LITHOGRAPHERS NATIONAL ASSOCIATION are conducting their second National Offset-Lithography Awards Competition. There will be three awards in each of eighteen classifications . . . including direct mail, annual reports, point-of-purchase material, posters, commercial stationery, book jackets, house magazines, etc. Any user, creator or producer of offset lithography can submit specimens produced during the calendar year of 1951. Get entry blanks and details from Floyd Maxwell at Association headquarters (420 Lexington Avenue, New York 17, N. Y.)



□ PARCEL POST SHIPPERS who must now know the classes of post offices in order to determine allowable weight of packages, can obtain from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. a Directory of all First Class Post Offices with Named Stations and Branches. Price is 25¢. Shipments between offices of the first class are limited to 40 pounds in first two zones and 20 pounds beyond (72 inches in length and girth combined). At all other offices not listed in the Directory, packages will be accepted at the 70 pound limit (100 inches in length and girth combined).



□ A NEW SHORT COURSE for mailing room personnel is being conducted by the Post Office Department. BUT you will have to live in Canada to profit by it. The Public Relations Department of the Canadian Post Office, headed by David Adamson, is offering this course at all major Post Offices. Firms can sign up to send mailing room personnel to the classes conducted by postal officials. Covers complete explanation of mail handling . . . including proper layout and arrangement of mailing room furniture and equipment. Includes cost-saving systems and devices. Something similar should be done by the U. S. Post Office . . . but there is no Public Relations Department. So hats off again to Dave and his enthusiastic assistants who are "selling" the Canadian Post Office.



□ SPEAKING OF CONVENTION REPORTING (as we are on page 28), a pat on the back should also go to the Printing Industry of America, 719 Fifteenth Street, N. W., Washington 5, D. C. Reports of the Boston Convention

held last October are now reaching members. Proceedings were separated into four topical divisions . . . and four separate 8½x11 pamphlets have been printed. Most of the speeches have been reproduced in full (three columns to the page in small type) without introductions or extraneous material. A good job.



□ LEE TRENHOLM died suddenly on January 9, 1951 . . . and left a great big void in the Canadian direct mail fraternity. This reporter will miss his friendly letters and constant encouragement. A short note about him seems so inadequate. Lee was born in Nyack, N. Y. In early life was a newspaper reporter. At one time helped Frank Tupper promote the National Business Show. Became a Canadian in 1938. At his death was advertising and public relations manager of Provincial Paper Company, Toronto . . . where he originated and promoted the successful annual Canadian Direct Mail Leaders Contest. Ten days after we received notice of his passing . . . the last issue of his famous house magazine arrived in our mail . . . bearing his cheerful front page editorial and familiar signature. Lee's wife is director of education at Royal Typewriter Company Limited. To her . . . our sincere sympathy. He was a great guy. He did much for direct mail.



□ ADVANCE NOTICE OF MOVING was handled in an expert manner by Luise Storz and Alma Underwood, who operate Lettercraft in Chicago. A spiral-bound, 1952 desk calendar had this wording at the bottom of the January page: "Still at 180 West Adams Street." February page stated: "February 29th—Our Moving Day." March read: "Now in State-Madison Building, 22 West Madison Street." More detailed information about the move was printed on separate sheets in front of these three months.



□ MAGNIFICENT . . . is the only word to describe souvenir portfolio dreamed up by Charlie Morris of Reinhold Gould for the Ben Franklin Week dinner of New York Employing Printers. At end of dinner . . . carts moved among tables distributing large envelope to each guest. Inside a pocket-type portfolio made of black heavy cover paper. On the cover a dramatic four-color, silk screen of Ben Franklin head, designed by Martin J. Weber and produced by Supreme Displays, Inc., 520 West 43 Street, New York. So beautiful . . . it brought a quick and sensational hush

(Continued on page 38)

America does business on **NEKOOSA BOND**



For letterheads and most other business stationery, you will find that pre-tested Nekoosa Bond is a better paper to work with — and the best paper to work on . . .



IT PAYS TO PLAN WITH YOUR PRINTER

Nekoosa BOND
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER CO., PORT EDWARDS, WIS.

Beneath the Drab Surface He Sees Hidden Riches!



In the lower Transvaal town of Potchefstroom, South Africa, lives a teen-age boy with the most remarkable eyes in all the world.

Pieter van Jaarsveld can see beneath the surface of the earth!

His vision penetrates far, far down . . . hundreds of feet into the barren backveld soil . . . to disclose hidden veins of water, diamonds, gold, oil and coal. The success of young Pieter is phenomenal. In his last 200 divinations he has failed but 10 times!

How does he do it? Pieter doesn't know. He says he just "sees" the water or minerals. "Water," he says, "looks like a beam of light on the surface."

Diamonds are flashing white spots . . . easy to see. Gold, oil and coal look very much alike. Gold resembles a black vapor. Oil is even darker. Coal is lighter than either.

This gift of X-Ray vision has been given to only one man in all recorded history. How fortunate it would be if *all* men possessed the eyes of Pieter van Jaarsveld, so that they might see beneath the surface . . . so that they had the power to peer through drab envelopes and behold the valuable contents which often lie hidden within.

However, there's *another way* to let men of normal vision discover the precious contents of a mailing. It's the TENSION way . . . envelopes as bright and compelling as their contents. Envelopes designed to draw attention and encourage opening.

Tension knows what it takes to make an envelope arresting and inviting. Years of experience, and the skill to create and produce envelopes of outstanding effectiveness make Tension your best source for envelopes that get results!

HOW AN ENVELOPE GAVE A CLUE TO HIDDEN RICHES

A leading manufacturer decided to test plain vs. illustrated envelopes in a mailing designed to sell an office machine.



Part of the list received
a broadside in a plain
corner card envelope...



The rest of the list
received the same
broadside in an illus-
trated envelope.

THE ILLUSTRATED ENVELOPE PULLED 33 1/3% BETTER!

This mailing brought live inquiries from 15% of the entire list. The only variant in the test mailing was the envelope . . . therefore, the envelope alone was responsible for the big 1/3 increase.

HERE IS THE FIRST STEP TO
BETTER RESULTS FROM MAIL
Send Coupon Now!

Tension Envelope Corp.
(Factory nearest you), Dept. H-2
Send me my free copy of **ENVELOPE ECONOMIES**... Tension's periodic publication of suggestions and ideas for making mail more effective.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



for every business use

TENSION ENVELOPE CORP.

322 Fifth Ave., New York 36, N. Y. • 3801 Southwest Ave., St. Louis 16, Mo.
123 North Second, Minneapolis 1, Minn. • 1012 Grand Ave., Des Moines 14, Iowa
19th & Campbell Sts., Kansas City 8, Mo.

Over 100 Representatives Selling Direct to User

MAILING LISTS . . . DANGER

SPOT OF DIRECT MAIL

By Lawrence G. Chait

Some twelve years ago in a speech made here in Boston, Perry Prentice, at that time Vice-President and Circulation Director of Time Inc., said "selling by letter is designed to give the basis for a lasting, friendly relationship between our company and its customers."

That basic philosophy has characterized Time's Direct Mail efforts through the years. With some justice it might be said that the growth of Time publications can be attributed to the successful use of direct mail more than to any other single, non-editorial factor.

Because of confidence in the medium as one which best serves a highly specialized function in circulation building, Time is interested in all that goes on in the field of mail selling.

Because of the conviction that mailing lists are a most important single factor in a successful direct mail program, Time is intimately concerned with the science of list building and list usage.

And further, because letters are designed "to give us a basis for a lasting friendly relationship between our company and its customers" we are concerned with mailing lists as people—the type of people who will read Time Inc. publications and read them consistently.

Over the years direct mail advertising has reached a very high point of effectiveness. Direct mail professionals have come to know how to apply relatively scientific techniques to copy, art and production. We have accumulated a vast store of information on postage, color, size, shape, length, semantics, gadgets, offers, rates—all of the things which make up the psychology of "sell" in the mails.

And yet in the midst of all this progress in our field the science of list building and list usage has lagged far behind.

It is my thesis that we must remedy this situation quickly in our joint interest—for time and economics may well bear heavily upon us in the coming months and years.

In the period from 1920 to 1950 the dollar volume expended on mail order and direct advertising in the U. S. has gone from \$194,000,000 to \$919,000,000—and it is estimated that the dollar volume in 1951 went over one billion dollars. (It did.)

In the same period third class mail volume has grown from some three billion seven hundred and fifty million pieces annually to an estimated ten billion three hundred and fifty million pieces in the mails in 1950.

To understand these statistics in their full significance, we may say that mail order and direct advertising now involve the expenditure of approximately 5% of all dollars spent on all forms of advertising in the U. S. each year.

Apart from the question of dollar expenditure, it is apparent that the huge number of advertising impressions made through the mails begin to assume major significance in the pattern of national advertising communications.

This growth obviously has its positive factors in terms of the recognized effectiveness of an important advertising medium designed to reach special groups. On the other hand, these figures illustrate the extent of our problem in terms of current competition in the mails—and possibly even more serious

—in terms of the public relations problems of the direct mail industry.

Public Relations in the Mails

Some congressional comments during the recent postal rate hearings indicate to me that some of our "loose" direct mail practices are beginning to come home to haunt us.

Current direct mail volume would indicate that every family and firm in the U. S., as an average right across the boards, receives about 200 pieces of direct mail per year. We know that in spite of that seemingly large volume of mail, we are still able to operate profitably through the mails. Yet that number of mail contacts can and does build up a reservoir of public resentment as well as a reservoir of public good will.

Obviously public resentment can be created by poor products, poor performance and failure to meet in both spirit and letter the obligations we have undertaken in our mail offers. But beyond that are other areas of public resentment created by the very considerable annoyance factors of duplication, incorrect addressing, solicitation mail to those long deceased, etc.

Thus the validity of our lists is important not only in the sense that lists which are properly maintained and accurately compiled make for more sales—but possibly more important—that such proper usage keeps us in the good graces of people who are our present and prospective customers.

Operating costs in the direct mail field, as in every other, have been going steadily higher and our margin of profit has grown slimmer and slimmer. As we face increased competition in the mails and increased competition for mail reading time, we shall be hard put to maintain even our current narrow margin of profit in direct mail usage.

If we complicate this problem further by causing public resentment, then we



REPORTER'S NOTE: Larry Chait appeared before the Mail Selling Club of Boston (see page 35) on January 9, 1952. By all reports . . . he threw a bombshell which provoked a loud and long question and answer debating session. The talk should be printed here, even though some of the points may be considered controversial. Mailing Lists are a problem . . . so let's be honest and try to lick the problem openly and frankly.

Larry Chait, in case any of you don't know, is immediate past president of The New York Hundred Million Club. He is a member of the Treasury Department's committee of direct mail counsellors. He is a circulation executive of Time, Life and Fortune . . . at present engaged in a monumental study of mailing lists . . . a study which when completed may be of great value to everyone who uses the mail.

Read his suggestions tolerantly . . . and of course our pages will be open for resulting rebuttals, suggestions or discussion.



SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.
RAYMOND LUFKIN 116 WEST CLINTON AVE.
TENAFLY, NEW JERSEY



continue to be the target for increased postal rates and other discriminatory legislation. Under such conditions we shall face the problem of survival of our industry—a problem of survival most intimately related to mailing lists and how we maintain and employ them.

Because of the seriousness of this problem, let me turn for a moment to the question of duplication and change as a special factor.

Duplication and Change as a Special Factor

The varied types and numbers of lists involved in a typical mailing season create the serious problem of inter, intra and subscriber list duplication and for that reason we are currently involved in an experiment designed to provide a definitive answer as to the extent of duplication on some 4,000,000 names involving some 34 different mailing lists being employed for TIME's Spring mailing schedule. It will be some months before these figures are in hand, but it seems to me a safe assumption that our duplication factor may be running as high as 15%—covering duplication with our current subscriber list, within lists themselves and as between various outside lists.

As a matter of fact, we recently conducted a test covering rented outside business lists only used for TIME in the State of Ohio and found, as an example, that List A was duplicated to the extent of 49% by other business lists in active use on TIME; List B dupli-

cated by some 36%; List C by some 39%; List D by 36%; List E by 33% etc.

Of the total involved in this check-out—some 168,000 names, there were approximately 22,000 duplicates or 13%. Bear in mind that this is a relatively small test of the duplication factor and I believe it reasonable to assume that as we increase the number of lists and increase the quantities involved, we shall find the percentages of duplicates rapidly rising.

So much for the factor of duplication, but beyond this there is the area of change of address—and here we compound the economic waste.

By example, the Chicago Post Office currently reports some 650,000 removal notices per year—and that does not include all the folks who forgot to file their moving intentions or the myriad of other changes that occur; Philadelphia reports 300,000 removal notices annually; New York, 500,000 and so it goes across the country.

Dun and Bradstreet recently revealed a business community average of around 6,000 daily changes including new names, withdrawals and changes in credit standing. Aside from the matter of change in credit standing, this represents an annual turnover of $37\frac{1}{2}\%$ in firms added or withdrawn from the Dun and Bradstreet Reference Book.

Why Buy Nixies?

We have recently been much con-

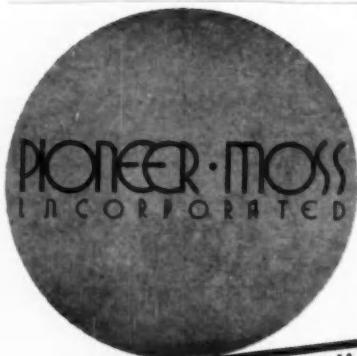
cerned with the economic waste represented by the duplication factor—as between various mailing lists employed in a given period; and duplication of various outside lists with our current subscriber files. As I have indicated, we are taking steps to delineate the extent and cost of such duplication.

Even more serious, in our opinion, is the economic waste represented by poor list maintenance. We recently did some checking as to intra-list duplication on a group of typical lists we had rented—*intra-list* duplications, of course, being appearance of the same name on the same list more than once.

Here are some of the figures we came up with: on a list of 70,000 names we found almost 2,000 duplicates within the list itself; on another list of 12,000 names, 700 duplicates; on a list of 5,000 names, 700 duplicates; on another list of 4,300 names, 500 duplicates.

All of the list owners involved in this very serious failure to maintain mailing lists properly are themselves prominent mail order sellers. How can they justify such carelessness—and how can they justify selling such duplicates to their colleagues who buy these lists in good faith?

In addition to checking on the factor of intra-list duplication, we have also been much interested in current nixie percentages, i.e., undeliverable names. The undeliverable percentages vary all over the lot but on a typical group of miscellaneous lists the overall average of nixies was $7\frac{1}{2}\%$. On the best maintained list in the group the per-



PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.
LONGACRE 4-2640

centage was 3½%. One of the most atrocious examples of list maintenance came up with 23.5% nixies!

It seems to me that every list owner and every list compiler who makes his list available to other mailers has the moral obligation to keep his list in top shape; to maintain it on a daily or weekly basis. How else can we continue to profit in this business in which we are all so deeply involved?

It is a short sighted philosophy, indeed, for list owners or list brokers to take the position that the rule of "caveat emptor" applies. "Let the buyers beware" is a most dangerous philosophy to apply at any level of the mail order business; and as responsible mail order practitioners, we should do our part to stamp out that philosophy wherever it makes an appearance.

I have this serious proposal for your consideration in that connection:—

Let list owners be made fully responsible for all expenses involved in mailing nixies.

By that I don't mean the old formula that the list owner will pay at the rate of one or one and a half cents for all undeliverables. It costs most mailers 4½¢ to 7¢ per piece to get these worthless names into the mails and I am suggesting that we be reimbursed in full for all waste over and above some minimum percentage representing irreducible and relatively recent change factors.

In no other field of business is the buyer expected, year in and year out, to accept worthless merchandise—and even worse—expected to plow his own good money into exploiting such unusable material.

Why should the list owners go scot-free in this connection?

Current Mailing List Sources and Practices

The mailing list business today is characterized by five major practices:—

1. *Rental through brokers*
2. *Exchange*
3. *Direct purchase*
4. *Compilations*
5. *Use of House lists*

Let us review these practices in some detail—because by virtue of their multiplicity there is room for confusion as to their relative value.

1. Rental Through Brokers

With the formation of the National Council of Mailing List Brokers there has come about some valuable technical organization in the owner-renter relationship. At their best, mailing list brokers perform a valuable service in ferreting out new sources of mail order

Returns increased 7% by the RIGHT Envelope



This 144-page, pocket size Handbook—concise, complete, authoritative—is crammed full of new profit opportunities for you.

Anything that brings a direct mail advertiser that kind of bonus is worth looking into, isn't it? The answer—proved by tests on lists up to 250,000—is a Self-Seal® return envelope.

That is only one of the many opportunities for better business and better profits—from the use of the RIGHT envelope for the job—to be found in the U.S.E. "Handbook of Envelope Products and Purposes."

It pays to use the RIGHT envelope. And now U.S.E. makes it easy to find just the right envelope for every job.

If you have already received your copy of the U.S.E. "Handbook of Envelope Products and Purposes," you'll find a description of the envelope used in the above case on page 38. If you don't have yours, ask your printer or paper or envelope merchant to reserve a copy for you.

UNITED STATES ENVELOPE CO.
14 Divisions from Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS



Black & White, Bicolor & Color Process

GET THE FACTS ABOUT PHOTO-ENGRAVING!

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"24 HOUR SERVICE"

Please send me (prepaid) . . . copies of your 108 page revised book, "The Art and Technique of Photo-Engraving". My check for \$ is enclosed.

NAME

STREET

CITY STATE

150,000 Children Of Executives

HOW WOULD you like to reach the same families which are being reached by scores of the finest retailers, private schools, etc.? Because of our dealings with the big life insurance companies during the past 20 years we have the names of something like 150,000 youngsters—from infancy through college—in families where the income ranges upwards of about \$5,000.

They Can Afford The Best

These families spend millions of dollars every year on their children's education, clothing, amusements, etc. Accordingly, if you have a product or a service which should interest people of this type, why not see to it that you get your share of all this money? You'll find that it is one of the easiest and quickest ways to make sales.

Ages Of The Youngsters

One of the main features about the list is the fact that we have the ages and—in most cases—the names of these youngsters. Naturally this enables you not only to limit your list to whatever ages you prefer but to secure the additional information as to the children's names.

Guaranty

The list is guaranteed 95% correct and the great majority of the names are here in the East. Our new folder REPE tells all about the many lists of individuals which we compile. A copy is yours for the asking.

INSURANCE DIVISION

Investors Listing Company
45 West 45th St. New York 18, N. Y.

MAKE 'EM LAUGH!

Friendly prospects are easier to sell. Make yours laugh with the Let's Have Better Mottos monthly sales promotion mailings. Unusual—effective—economical—exclusive. Write for samples and details.

FREDERICK E. GYMER
2123 E. 9th St. Cleveland 15, O.

FREE BOOK HOW I MADE
OVER \$100 a DAY
ON A \$100 INVESTMENT!
LET ME WRITE YOUR COPY.
OUR 35TH YEAR
CARL V. TORREY CO. ADVERTISING
MELROSE 76, MASS.

FOR MORE SALES
THROUGH THE MAIIS
Use SAWDON ORDER-VELOPES
and COMBINE-FORMS
These Combination Order Forms
and Return Envelopes Will
Increase Your Mail Orders

Write for Specimens Used by
Leading Mail Order Companies.
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

lists and in making these lists generally available to list buyers.

Without in any way underestimating the value of the normal brokerage function, I wish it were possible for the National Council to expand its activities in the direction of improving mailing list practices.

A few years ago, for example, at one of the mailer-broker dinners, the suggestion was made that the National Council keep a careful record of lists which were reported as continuously and notoriously bad. The object here, of course, was that such offenders might be eliminated from the list market. Nothing was ever done, so far as I know, to make effective even this minimum necessary proposal. It does seem to me that the list brokers are in a position to remedy such intolerable situations via a candid exchange of information with list renters.

With certain outstanding exceptions, it is my opinion that this forthrightness which might be expected from the individual brokers and from the National Council has not been forthcoming.

Possibly the brokers feel that they would be taking up too much time in normal sales solicitations if they were to embark on some list-by-list reporting and analysis; let me assure them that so far as Time is concerned, we want all the information about individual lists that we can possibly obtain.

2. Exchange

Because many list renters have felt somewhat discouraged about lists generally available through rental channels, there has recently been, it seems to me, an increased trend to the exchange of lists as between colleagues and competitors in the same field. I don't know whether an extension of such an exchange policy would prove to be a good or bad thing in the long run. But the extension of such a policy points a warning to list owners and list brokers to clean house repeatedly in their own self-protection.

3. Direct Purchase

In certain areas of the list market it has been impossible to obtain names either through brokers or by exchange of names, and in such cases many list users turn to direct purchase or special arrangement with list owners for existing lists.

4. Compilations

We have recently turned with increased interest to the question of saturation coverage of various list areas via list compilation.

There are certain weaknesses in so

doing. The first being, of course, the lack of qualification of the names involved as mail order buyers. Another weakness is the fact that source material for such compilations is largely available in printed directory form and such directories are frequently outdated by the time they are printed.

In spite of these weaknesses we feel that certain segments of the population are so important to us that we want to reach each and every individual within those segments with our material, and to do so we must turn to exhaustive list compilation.

As part of the compilation picture, we have noted with considerable interest and some concern the recent tendency on the part of some of the mailing list brokers to emerge into the field as list compilers. As an end in itself this practice might not be bad; but it is subject to abuse, and carried too far may well represent a distortion of the normal brokerage function.

We have already seen some evidence in this direction in terms of list brokers who pull hardest for sales on lists which they have themselves compiled—at the expense of list owners whom they represent; and even at the expense of the list renters who expect something in the nature of unbiased opinion from reliable brokers.

5. Use of House Lists

Time Inc. has had a remarkably successful record of usage on its own expiration lists. By that I mean former subscribers to *Time*, *Life* and *Fortune*.

Of course, success with the use of these house lists is a real tribute to the standing of our editorial product in the eyes of our customers.

A key example of this was the sale of $\frac{1}{2}$ million or more copies of the *Life War Book* sold almost entirely via low pressure house list solicitation. A half million \$7.50 and \$10 books largely sold as a result of a very brief house list sales campaign sort of makes book publishing history.

I think the moral to that story is that if you sell the right customers initially by direct mail; and keep them sold by the integrity of your product, you need never fear for your business.

* * * * *

I have attempted to indicate here certain problems, advantages and disadvantages in the five normal list practices. Unless you do so sharply define each of these practices as related to your own specific product, some confusion, overlapping and duplication must inevitably result in your mailing program.

Should We Create an Audit Bureau of Mailing Lists?

I have long felt that the use of mailing lists is similar to buying publication circulation, i.e., you are buying a purchasing audience in a given market area.

In a way the list owner is comparable to a publisher; the list renter is in the position of the advertiser; and the mailing list broker, albeit in a somewhat far fetched way, is in the position of the advertising agency.

This triumvirate of list owners, list renters and list brokers has much of mutual advantage to gain from an interplay of information, ideas and responsibilities in the whole field of direct mail and mail order operation.

It seems to me that our immediate joint responsibility in this connection is the improvement of mailing lists—the prime problem and indeed the "Achilles' Heel of our Billion Dollar Industry." I would, therefore, like to place this suggestion for remedial action before you:—

Some years ago when advertisers, advertising agencies and publishers were faced with the same sort of situation that prevails in direct mail today, they decided jointly to create that most valuable organization known as the Audit Bureau of Circulations.

In those early days there were the same conflicting reports as to the validity of publication circulation as arise today with regard to mailing lists.

The extent of circulation, type of reader, location of subscribers, subscription acquisition process, subscription rates and premiums—answers to all of these questions were frequently typified by misinformation, lack of information and spurious claims. The simple step of providing for an auditing procedure ended this chaotic condition and established a firm base upon which to build the vast publishing and advertising business which exists in the U. S. today.

It is my proposal that the Direct Mail Advertising Association, the National Council of Mailing List Brokers, the Mail Advertising Service Association and similar interested organizations merge forces today for the creation of an Audit Bureau of Mailing Lists to be jointly financed and operated.

By so doing, today's greatest weakness might be turned to tomorrow's greatest strength.

Thank you for listening.

When I'm wrong I get a hundred letters, but when I'm right I'm ignored.

William Feather, Cleveland, Ohio

LOOK TO AMECO

for Guaranteed Savings on Rebuilt Direct Mail Equipment!

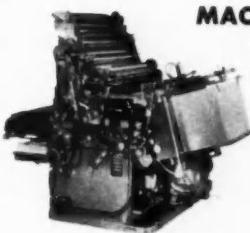


For over 33 years, direct mail users have looked to **Addressing Machine & Equipment CO.** for the best buys in dependable rebuilt direct mail equipment.

Whether you need the machines illustrated, or any of the equipment listed . . . it will pay you to contact us first.

MAC WEBENDORFER

Single Color 17 $\frac{1}{2}$ x22 $\frac{1}{2}$ offset lithographic press. **\$5800**



Also: Bargains in Multilith and Multi-graph machines, Webendorfers, Davidsons, Folding, and Tying machines.



MIMEOGRAPH Model 92 **\$450**

Heavy duty, fully automatic machine that's easy-to-operate. Takes paper size from 3 $\frac{1}{2}$ "x5" to 8 $\frac{1}{2}$ "x16". Accurate registration. Automatic inking. Finished in "Hammertone" Grey.

Also Available at Low Prices:
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ADDRESSOGRAPH Model 2700 **\$350**



Electrically-operated. Prints consecutively, in duplicate, in repeat, or skips, as desired. Speeds up to 3000 impressions per hour.

Also: Savings on all models of Addressograph machines, Graphotype and Speedamatic equipment, Addressograph Frames and Cabinets, Postage Meters, and Scaling Machines.

NOTE: We pay top cash prices for all types of office machines and direct mail equipment.

ADDRESSING MACHINE & EQUIPMENT CO.
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1,000,000 PIECES PER WEEK . . . that's our present addressing and mailing capacity. Because of our unique location, mass mailers can buy our exceptionally fast and flexible service at very low cost. Currently processing for mailers as far from Knoxville as San Francisco at substantial savings. Since the George R. Bryant Co. Inc. has acquired exclusive ownership of all our mail order lists, our 8 year old business is now devoted entirely to the addressing and mailing end of direct mail. So contact Bryant Offices in either New York, Chicago or Los Angeles for the lists. Write us for addressing and mailing quotations.

'Dan' Shone • ALLIED AGENCIES
1202 Bernard Street KNOXVILLE, TENN. Phone 4-3116

ANOTHER REPORT ON THE LOST CUSTOMERS

And How to Get Them Back

Gordon Morrison of Amarillo, Texas started the ball rolling last month . . . for a series of articles on one of the most important subjects in the business world. We all work our heads off trying to devise schemes to get new customers. Some of us lose old customers as fast as we get new ones . . . because we are too busy getting the new ones to pay any attention to the old. A vicious merry-go-round.

So we'll try from now on to give you frequent reports on what others are thinking and doing about solving the problem.

CASE 1

Pat Goheen and Associates operate at 20 Virginia Avenue, Indianapolis 4, Indiana. Pat was Sales Agent for the Addressograph-Multigraph Company (at Indianapolis) until December 1948. At the age of 50, he decided to go into business for himself (with an idea). He bought three used automatic typewriters and installed them in his garage at home. He tramped the streets to solicit business. When he got an order, he hustled home to run off the personally typed letters.

Pat has given us a report on some of the things that have happened to him in three short years. Here are the highlights in his own words (with company name omitted).

Pat Goheen reporting:

One of the first persons I contacted was the credit manager of one of our best department stores here . . . trying to get them to write letters to their inactive accounts to revive them . . . and to give me some letters to write.

To get the very first customer going, I agreed to gamble on the job for 1,000 accounts. They were to keep records. If it paid off—then they were to pay me for the campaign. Only way I could get the order—and a good case history.

They played very fair with me on it . . . selected 1,000 accounts that hadn't

purchased anything from them in 6 months or more.

The letters went out. Some 985 were delivered. At least, only 15 came back, non-deliverable. The total cost of the personal letters, postage, stationery, etc., came to roughly \$135.00.

The credit manager checked all of those names on their account records in sixty days. The letters we sent out were very friendly little letters, of the usual type to a "dead" account. More than 200 of that 1,000 (985) answered the letter . . . actually taking time out to sit down and answer. We received so many answers that we in turn cut another record for our typewriters and answered them, in turn.

Within sixty days, those 1,000 "dead" accounts had spent \$16,700 worth with my customer at a sales cost of EIGHT TENTHS OF ONE PERCENT. The showing was so good that no further check of the record was made after that 60 day period. The credit manager was completely sold.

So the idea became standard practice. The second mailing was to 3,000 "dead" names. They bought \$33,500 in 60 days . . . sales cost fractionally higher. One of the most interesting things discovered among these "dead" accounts was that one (and only one) in 1,000 was dissatisfied with the store or its service.

From the first thousand, a letter came back from a lady whose account had averaged \$88.00 per month over a period of a year but who hadn't bought a single dollar in the past year. She complained that she had bought a pair of shoes for \$33.75 and they hadn't fit properly. The clerk mishandled the affair so badly that the customer was very unhappy and merely stopped buying. When her letter came in, the credit manager phoned her. During the course of the conversation, he told her to toss the shoes in the wastebasket—her account was being credited for the full amount. The following month she had charged over \$75 and the account runs larger now than before she stopped.

That one account during the 6 months was a lost sales value of close to \$525. Figuring a gross of at least 40%, that one account more than paid for the cost of the whole effort.

Needless to say, this particular store doesn't let a customer remain inactive six months anymore. They now start writing at the end of three months inactivity. They feel they can't afford to wait anymore. And to us, it has proven a steady customer for our letters ever since that first gamble.

This had developed into an interesting business. From the original three automatic typewriters we have grown to where we now have 14 of them and manage to keep them busy. In addition, we have the usual offset presses, multi-graphs, camera, plate making, vari-typers, various IBM electrics, etc., so that we have an all around letter service. In addition, we sell typewriters and other equipment and supplies. But of all of the business, my most interest is in the personal letters. A friendly and satisfying business.

* * *

That is a good case history. Going after dead accounts started a new merchandising trend for a store . . . but the idea of doing it also started an enthusiastic Pat Goheen in his own business. We thank Pat for his report . . . and give him a well deserved pat on the back for the progress made.

CASE 2

Credit managers are becoming increasingly aware of the importance of holding and nurturing established customers. We read with interest a recent report by Dean Ashby, credit manager of Famous-Barr Company, St. Louis 1, Missouri. In it he traced the historical changes in "credit thinking." Few of us realize that there have been three distinct phases in retail customer relations. The first . . . the *nuisance* stage. Stores didn't like charge accounts. Customers were ashamed to admit having to charge. Credit privileges were granted grudgingly. Then came the *privilege* stage. Stores "allowed" credit accounts to the privileged rich. Only in the late 30's did the stores start cutting the red tape and from a merchandising necessity start promoting charge accounts as a universal convenience.

In discussing the continuing value of charge account promotion . . . here is what

Dean Ashby says:

The best time is *all the time* for a continuous year in and year out program which is much more productive than

one single campaign or a series of loosely planned campaigns. The primary reasoning stems back to the real value of charge accounts.

A charge account is a merchandising device having convenience as its major attraction. Just as we provide escalators, elevators, shopping services and other conveniences to attract and hold our customers patronage and good will, so do we supply and urge the uses of charge accounts. This is done because of the well known fact that in the long run charge account customers are easier to identify, keep in touch with, are more store loyal, stay with us longer and furthermore prove to be better customers than cash buyers.

Secondary reasons for continued promotion include the fact that there is a steady mortality rate on old charge accounts to suggest death, removal and a variety of other reasons. To maintain and increase sales volume promotion, it is necessary to replace these so called "dead accounts" continually. The life expectancy of the average charge account is considered to be about 10 years. At this rate we are losing active accounts at the rate of 10,000 per year for every 100,000 accounts on our books. Therefore to maintain an actual increase of approximately 5% per year, it is necessary to solicit new accounts at the rate of 15%, of the total of our active accounts, 10% for replacement purposes and 5% for a desired increase. However this would not mean that no attempt should be made to reduce the assumed 10% mortality rate.

A special and determined effort should be made to reactivate old accounts therefore maintaining the maximum rate of active regular accounts. There is also a brighter side to this mortality rate and just as we lose old accounts through such things as death and removals, the same laws of nature supply us with potential replacements. These will come about through solicitation of marriages, newcomers, Will Calls, cash deliveries, bank checks and COD's in our natural trading area. By means of a continuous solicitation program we gain a large part of this new account potential before habit forming influences elsewhere make it less available.

Advertising and other forms of promotion help to get people into our store. Charge accounts make it more convenient for people to take advantage of our merchandise and services. The more charge accounts we have the more productive the sales promotion will be. Continuous promotion assures us of the steady supply of new accounts in keeping with the steady growth of

Hamilton Papers at work



Hamilton Text and Cover Papers provide an exciting background for promotional printing. They are designed for just that purpose, and are used by top printers all over America for attention-getting booklets, brochures, portfolios, announcements—every kind of direct-mail advertising.

These beautiful papers offer texture and pattern—an interesting surface. They offer color—a wide choice of delightful shades to individualize your printed piece.

Take the booklet "How to work

like the very devil!", for example. It is a short editorial on personal salesmanship. If it had been sent out by a sales manager to his men on the usual mimeographed sheet, it would have made no impression. But nicely printed on four pages of white Text Paper, bound in a Cover Paper of soft green, and printed in two colors, it has become a major item on many a salesman's list of "must reading."

Hamilton Text and Cover Papers help get your message read.

HAMILTON PAPERS

W. C. Hamilton & Sons, Miquon, Pa.
Offices in New York, Chicago, Los Angeles

Fill in this coupon for a free copy of "How to work like the very devil!" Quantity reprints, with your imprint on the back cover, available at cost.



W. C. HAMILTON & SONS, DEPT. R-2, MIQUON, PA.
Please send me the booklet "How to work like the very devil!"

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

Does Anybody HATE Gravy?

Not when it comes to gravy dollars. The more the merrier.

We think you'll agree. Will agree, too, that it's high time YOU began cashing in—by letting us pull extra profits for you out of your mailing lists.

The arrangement is simple. You register your lists with us—we rent them out to carefully selected mailers who don't compete with you. You're sure because you okay our selections.

We'll handle the addressing any way you like—it usually depends on how much of that gravy you actually want. For full information and details write or call:



D-R SPECIAL LIST BUREAU

DIVISION of DICKIE-RAYMOND

521 Fifth Avenue, New York 17
80 Broad Street, Boston 10

Member - National Council of Mailing
List Brokers

our trading area. While we cannot do without sales promotions on charge accounts, it follows that we must use a means of assuring a steady growth of charge volume through a most effective means which is continuous promotion of charge accounts.

Today, large and small department stores are being squeezed between three mounting pressures. These are:

1. Rising costs, such as labor, which raise the break-even point between fixed expenses and sales volume, thus demanding more and more volume to eke out narrow profit margins.

2. Neighborhood store competition which is being intensified by down-town parking problems and personalized service.

3. Mail order and specialty chain store competition at cash prices which are generally somewhat lower.

In the face of these pressures, the charge account convenience becomes more and more of a selling tool to build and maintain store sales volume. Once this factor is recognized, it is but a short step to the realization that the controlled, systematic promotion of active accounts is also a necessity which should be as much a part of merchandising policy as price lines, quality standards, advertising, floor and window displays, and other devices designed to attract and hold increased sales volume.

* * *

If that type of thinking spreads throughout the retail and servicing field . . . there won't be so much groaning about lost customers.

CASE 3

Sometime ago, our old friend Hayden Ricker (printing and direct mail consultant) 411 Euclid Street, Tampa 2, Florida made a valuable suggestion. Why not get our agency friends around the country (particularly the smaller agencies) to dig through their files and submit unusual or interesting case histories? State the problem faced. Then show how it was tackled. What happened. Change names and details (if necessary to keep confidential). To start things off, Rick submitted a case from his files. A long one . . . showing all the correspondence between him and his client. It ties in with the lost customer subject . . . but must be briefed. And only part of the story can be told now.

A southern rose grower was worried about increased rate of regular customer cancellations. Most sales originated by salesmen who visit retail florists in many states to get standing orders for periodic shipments. Very little dependence on direct mail or other advertising to get or hold customers. Competition keen and price situation confused because

of different quality grades. Only when a cancellation was received did the Flamingo Rose Farms (not correct name) go to work with letters.

Here is the standard first letter:

Name and address

We were greatly disappointed to receive your letter asking us to cancel your order and we sincerely hope it is not due to any dissatisfaction with the quality or service.

We are most anxious to please you and to retain you as a satisfied customer and we hope we have not failed in that respect. If we have, it is our earnest desire to correct any mistakes we may have made.

We have cancelled your order as instructed, but will appreciate your letting us know at your convenience if the flowers were shipped too tight, not properly graded, colors not satisfactory or anything else that is below our standard of quality. Thank you.

Very truly yours,
FLAMINGO ROSE FARMS

The letter pulled "very small results." Just a selfish, worried, we-we letter. Here's what Rick told his new client:

"It seems that your "cancel until further notice" customer is in a different category than the so-called inactive customer in most businesses. Your customer has not just drifted quietly away and been forgotten—he has reached a positive decision and told you flatly that he has finished trading with you. So, it appears, the usual 'reminder' methods of winning old customers back will be quite ineffective. To do any good you will probably have to be more direct than that, more personal—handle each case on its own individual merits.

"The job to be done then, is to discover the appeal idea and method which will get the desired results from each type of dissatisfied customer. It will take some experimenting—because nobody can say a letter or other direct mail effort will strike a spark of action until it is actually proven in use. And this experimenting won't be the usual thing associated with direct mail 'testing'—whether to use pink or blue stationery, or to choose between a one or two page letter. This experimenting will be with the appeal ideas—to find what it takes to make the customer change his mind and start ordering again."

And here is the letter which the client was asked to substitute for the original form used. To be personally (or automatically) typed. Enclosures, 2 slips of 4" x 6" paper headed "Memo" and an airmail reply form.

Date _____

AIR MAIL

Mr. B. Hampton
Hampton Florist
Hamptonville, N. J.

If you were visiting here today, Mr. Hampton, I'd be showing you around beautiful Flamingo Rose Farms. You would enjoy the warm

for faster addressing



makes

**2, 3 or 4 copies
with one typing**

**No Machines, No Stencils,
No Attachments**

Use any typewriter!

Write for FREE sample

Penny Label Co.
9 Murray St.
New York 7, N. Y.
Please send me
FREE sample
your TIME & LABOR
saving "CARBO-
SNAP" addressing
labels.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



THE CAP THAT HIDES A SECRET!

No oil man's well is more precious than the "gusher" topped by this cap . . . one of several over the pumps that draw crystal clear water by the billions of gallons from $\frac{1}{8}$ th of a mile below the earth's surface! This sparkling clear water, assurance of *clean* paper, is fundamental to the reasons why Rising Paper is . . . **Fine Paper at its BEST!**



A comprehensive camera tour of the Rising operation, "Fine Paper At Its Best — and How It Gets That Way", is yours for the asking. Just write "Direct Mail Service."



Fine Paper at its BEST...

comes to you from the **Rising Mill**



in the scenic Berkshires

RISING (100% Rag) PARCHMENT ★ NO. 1 (100% Rag) INDEX ★ RISING (25% Rag) BOND ★ PLATINUM PLATE ★ LINE MARQUE (25% Rag)
INTRALACE TEXT ★ HILLSDALE (25% Rag) VELLUMS AND BRISTOLS ★ WINSTED VELLUMS AND BRISTOLS

Rising Paper Company, Housatonic, Mass.

Florida sunshine and the stunning beauty of acres and acres of growing roses. Face to face it would be so easy for me to say, "Why in heck did you write us to stop shipping you roses?"

And you would probably tell me! But since you can't be here, this letter is the only way I have to tell you a sincere "Thank You" for the business you have been giving us. And it's the only way I can ask if your "Hold Shipments" instructions means we have slipped up somewhere. Before losing a valued customer like you, even for a little while, I want to be sure there is nothing I have left undone to make your dealings with us completely satisfactory to you.

Will you tell me . . . please? Enclosed is a slip of paper for your note and an AIR MAIL envelope which needs no stamp. Will you drop it in the mail—I will consider it a great favor.

Thank you . . .

Karl Johnson . . . for the
FLAMINGO ROSE FARMS

P.S. By the way, if you ever do get away for a trip to Florida, be sure to plan a visit here. I'll dust off the seat of the farm jeep and show you some interesting things about our methods of growing these Flamingo Roses to make them so beautiful and husky. Think you would enjoy it? I would.

The revised letter was "moderately successful." Brought replies from 12% of the list. Reasons given for cancellation were 78% price. No replies came from any cancellation over a month old.

A second gadget type letter was mailed to the non-answerers on a four month old combined list and brought

17% response, 77% price reason. Most replies from one month or less list. None older than two months.

Next, Rick tackled a letter to those who gave "high price" as a reason for cancellation. A thoughtful, honest letter explaining the difference in *grades*. Offering to send a trial shipment of different grades for examination. This letter was considered a flop even though a few customers came back. Not enough to make the combined effort worthwhile. But the experiment proved a premise which Rick had offered to his client when the discussions first started:

"The best time to correct the lost-customer problem is before it occurs—by nurturing good will so carefully and continuously that customers just naturally WANT to stick with you if they can."

"After the fire has started it is too late to organize the fire department.

"A definition of good will commonly goes like this—"The customer's preference for doing business with a firm"—to which should be added—" . . . a state of mind created exclusively by the firm's sincere regard for the customer's welfare, and telling him about it frequently."

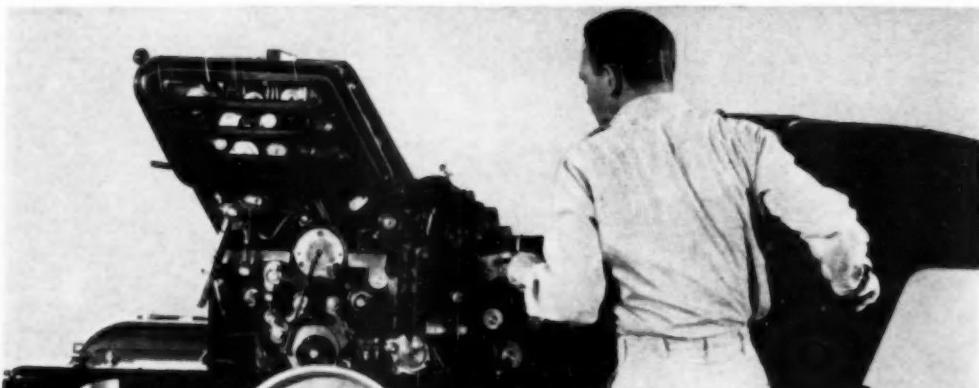
So that's the reason the balance of the story cannot be told now. Experiments are now in progress to prevent cancellations by starting to keep cus-

tomers sold immediately on receipt of first order . . . and continuously thereafter. In some businesses (such as this one) the lost customer may be lost forever . . . just from neglect.

CASE 4

To wind up this month's report on customer relations, we'd like to tell you about John E. Wolf who makes his headquarters at 6th and North Robinson, Oklahoma City 3, Okla. John is a breezy, smiling, ball of energy who started in the lettershop business back in the twenties, when we were all crusading for the "new medium." Seventeen years ago, John got the bug to do something about customer control . . . holding present customers . . . regaining lost ones. He developed, organized, and started selling a systematic direct mail plan for automobile dealers and service agencies.

His services included follow-up letters, cards, enclosures, bulletins, etc. for new and used car owners; active, inactive and prospective customers. His plan succeeded and grew to include training and sales bulletins. Today, his company is devoted exclusively to this type of program with automotive dealer customers in every state. He has taught and shown thousands of local



From one position, the pressman is in complete control of this Harris press—feeder, drive, front guides, fountain. He makes it respond to his requirements for quality and speed; his production record is better. That's partly what we mean by pressman's profit.

Plant owners and their customers also profit from Harris presses. Dependable production of top-quality work means more satisfaction, more jobs and more business all up and down the line.

You should know about the new, small Harris presses. Write today.

For the man
on the press
... PROFIT!

HARRIS-SEYBOLD COMPANY CLEVELAND 5, OHIO

Free graphic art equipment
for everybody's profit

business men how to get and hold customers. He isn't satisfied just to sell them direct mail. He also helps to sell the people in each organization on their importance in the job of holding customers.

With John's permission, we are reprinting the copy contained in a booklet he supplies for the employees of each customer (no copies available for outside distribution). It may give some of you a few good ideas for supplementing your direct mail . . . or backing it up with correct customer personal-relations. John says REPORTER reader feel free to make adaptations.

Here is John Wolf's theme song:

The greatest sales idea ever
And it costs . . . not a penny.

The goal of any business is "Sales." To make sales, you need "Customers." Build customers first and you'll get the sales.

And how do you build customers?
By giving people what they want.
And what do people want?
They want to be treated courteously.
They want to be recognized.
They want to be treated fairly as you treat friends who come to you to spend their money.

They want to be called by name.

The greatest, best known hotel was turned from failure to success by one man and this one formula.

The man, Ralph Hitz. The Hotel, The New Yorker.

He gave customers what they wanted, courtesy, recognition, fair, friendly treatment, and everyone from Porter to President called them by name.

It paid off and paid off big.

In a business where customers are met in direct personal contact, a frown or curt remark from a service salesman, a harsh answer on the telephone, an impatient gesture by the cashier can destroy in one minute the confidence and good will it has taken a lifetime to build.

Every person in the dealership who comes in contact with customers are spokesmen and representatives of top management. What they do or say is accepted by customers as being the attitude of management.

It is not enough to have a fine customer relations policy nicely inscribed and hung in the front office, or neatly printed on letterheads and advertising, or flashed in neon lights.

how do YOU collate!



Are the scenes at the left familiar? One girl at the Thomas Collator pictured below can match the production of as many as four girls "gathering" manually. If this saving interests you, please write us for brochure "R" and the full story.



Thomas Collator
SPECIALISTS IN PAPER GATHERING
30 Church Street New York 7 Digby 9-2270

Selective MASS MAIL MARKETS

expand YOUR opportunities for winning

NEW MAIL ORDER CUSTOMERS IN VOLUME

Dept. R-2

Mosely Selective List Service

38 Newbury Street, Boston 16, Mass. Commonwealth 6-3380
Charter Member, National Council of Mailing List Brokers

better production brings better results

There's a best way to produce direct mail . . . MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery mailing service, mailing lists etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

Mail Advertising Service Association
18652 Fairfield Avenue
Detroit 21, Michigan
MASA

Write for your copy of our new 1952 Envelope and "Mail-vetting" catalog—it is a compendium of useful knowledge on "Envelopes." It tells you how to use envelopes—the right envelope for a specific purpose. Pages 4, 5, 6 will tell you exactly how we can both save and make money for you, thru your use of our products and facilities.

Direct Mail Envelope Co., Inc.
15 West 20th Street, New York 11, N. Y.
Watkins 4-0500

I'D LIKE TO Write

Your Sales Letters for Y-O-U! My Letters have been used for years by firms of all sizes. Special new clients only! one Custom-Written Letter, for testing, only \$5.00 Send today!

James Henderson, Advertising Sherwood, Ohio

Established in 1930

MOBILE TROUBLE SHOOTERS

A UNIQUE SERVICE TO LETTER SHOPS AND ALL DIRECT MAILERS

our Highly skilled organization will do YOUR sorting, YOUR file jobs on your own premises.

Speedmaiden Plate File Jobs Our Specialty

our know-how will beat your deadlines and save you money.

MU 2-
6770
6771

BREWSTER
MAIL SERVICE CO.
17 East 42 St., N. Y. C.

The whole staff must practice that policy or, in the eyes of the public, it has no meaning. It does not exist. There is no Company policy.

Service with a Smile

A business grows like a tree, from the bottom up, not from the top down.

But far too often it doesn't work that way. The policy at the top may be honest and sincere, but unfortunately it is not always understood or practiced by the employees who contact customers.

What then is good "customer relations"?

It's the friendly way you greet a customer.

It's the smile on your face when you take his order.

It's calling customers by name and making them feel at home.

It's saying "thank you" and showing sincere appreciation.

It's the way you say "I'll be with you in a moment," when you must keep a customer waiting.

It's admitting and adjusting mistakes that are justly yours.

It's promises kept and cars ready when promised.

It's correct diagnosis and work done without comebacks.

It's the smile in your voice when you answer the telephone.

It's clean steering wheels and grease-free upholstery.

It's the "thank you" of the cashier when the bill is paid.

It's a dollar's worth of service for every dollar on the bill.

So let's remember, the best way to build sales is to concentrate on building customers.

The more customers you serve and satisfy, the more sales you make, automatically. The whole magic formula can be summed up as follows:

I am a little thing with a big meaning. I unlock doors, open hearts, make sales. I create friendliness and good will.

I inspire respect and admiration.

I am always praised, never condemned. I am used every moment of every day. I cost not a penny. I am "courtesy."

Courteous, friendly service may start out simply as a matter of good business, but it usually winds up by becoming a profitable habit.

It's easier to like than dislike.

It's easier to smile than frown.

It's easier to be friendly than unfriendly.

It's easier to be courteous than discourteous.

When you are friendly and courteous, customers are friendly and courteous. It's catching. It's contagious.

COURTESY is CONTAGIOUS

Let's start an Epidemic!

Cards bearing the above slogan are available for distributing to service personnel, putting on walls, desks, cashiers' cages, etc.

The more times it is seen;
The more times it is said;
the faster it catches on;
the faster it spreads.
Call the gang together.
Sell them the idea:

Courtesy creates customers.
Customers create sales.
Courtesy costs nothing.
Courtesy is contagious.
Let's start an epidemic.

That winds up our report on Customer Relations for this month. John Wolf's creed can or should be extended into many fields . . . and into your direct mail relations as well.

THE REPORTER would like to obtain more case histories showing exactly how customers are being nurtured or regained by mail. There must be hundreds of examples in the files of fellows like Gordon Morrison, Pat Goheen and Hayden Ricker. Send them in. We'll digest and pass along.

DIRECT MAIL VOLUME

For the first time we can now give you comparative figures by months for two years running. These figures are the result of the new formulas developed by a special committee of the DMAA. Keep this index for the permanent records. These figures represent the total amount spent in the United States for all classes and types of direct mail production including postage.

	1950	1951
January	\$77,378,375	\$90,672,133
February	70,613,089	80,379,898
March	83,437,110	94,396,548
April	75,895,856	87,687,886
May	76,452,347	87,746,885
June	74,459,576	85,151,810
July	69,928,571	78,676,791
August	75,937,938	86,832,275
September	75,238,875	85,160,242
October	85,752,037	102,049,878
November	85,980,128	97,370,182
December	67,086,578	80,171,898
Total	\$918,660,880	\$1,056,296,826

Direct Mail (as predicted and in spite of other estimates) has had its first billion dollar year. 1951 showed a gain of 14.9% over 1950.

Let's swap ideas

Match your advertising ideas with
these—and win a \$50 Bond!

Solves tough display problem with slick packaging!

When we were ready to introduce to the market a washable kitten that glows in the dark, the method of getting display at the point of sale became a serious problem. If it was boxed, how would it get displayed? If wrapped in cellophane, it would be placed flat on the counter. Either method would require a display card, and experience has shown that they aren't always used by the retailer. Without display, this item was doomed. We finally conceived the idea of placing each doll on an individual display card with a cutout easel back. In this way, as long as the dealer kept the dolls on top of the counter, they were properly displayed. So far, the merchandise is getting displayed wherever it's being stocked. The best part is that the individual card costs less than a box.

*S. A. Tarron, Secretary,
The Tarron Company, Chicago, Illinois*

Low cost color that attracts!

If you'd like to use color in your advertising and direct mail but can't afford it, try split-fountain printing. The use of a split-fountain and black for instance,



gives the effect of process work without expensive plates—and in only two impressions. We have been quite successful in getting colorful effects at modest cost, as well as unusual attention and interest, with this time-tested and effective printing method.

*Harry Tankos, Jr., Advertising Manager,
M. J. Merkin Paint Co., New York, N. Y.*

FREE! 1001 ways to cut printing costs!

Would you like to own a booklet that contains practical suggestions for getting



a greater return on your printing dollar? A booklet written just recently—with ideas geared to today's printing problems—"More For Your Printing Dollar" is just such a booklet—available to you at no cost. It offers to agency personnel and buyers of printing, procedures for avoiding excessive costs and inefficiency in the planning of printing. It tells you how to "live with your printer and be happy"! For a free copy, write on your business letterhead to Kimberly-Clark Corporation, Neenah, Wisconsin.

How to save time and money with complicated type matter!

To save time and money in the preparation of complicated tables and catalogs, use the "type-stamping" system instead of having type hand set and electrotyped. The operator of a "type-stamping" machine stamps words and numerals (in almost any linotype face) directly onto a retouched photo, airbrush drawing, etc. This eliminates surprising on negatives in plate making. When a table has been completely typeset and the artist has ruled in the lines, you simply order a line cut. In case of errors or corrections,

the new data is stamped on a piece of paper, cut to size and pasted over the



old data. No need for re-opening forms and paying for costly hand composition.

*Parker-Kalon Corporation,
New York, New York*

Do you have an idea to swap? Tell it to Kimberly-Clark!

All items become the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of similar contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 997, Kimberly-Clark Corporation, Neenah, Wisconsin.

Kimberly-Clark Corporation

NEENAH, WISCONSIN

Quality Machine-Coated Printing Papers

Hifect* Enamel Lithofect* Offset Enamel Trufect* Multifect*

SELLING HUMAN MERCHANDISE

A Report by Wayne Bishop

You asked for more information about "BARBS." Can't seem to tell you much without spilling the whole series of events.

Here is the story:

IN 1950 I WAS A GENERAL AGENT FOR A LIFE INSURANCE COMPANY IN THE CENTRAL PART OF U. S. A. MY FAMILY AND I WANTED TO ACCOMPLISH TWO THINGS AT ONCE:

1. Remain in the life insurance business.
2. Move to another section of the country.

DIRECT MAIL WAS THE MEDIA USED TO ACCOMPLISH BOTH:

1. I knew that the sales managers (Agency Vice Presidents) of most life insurance companies would be attending their annual meeting at the Edgewater Beach in Chicago in November (1950).
2. A select list of these VP's was sent a personal letter (automatic typewriter) inviting his attention to an attached multilithed (Kippler-type) resume, three weeks in advance of the meeting.

The letter informed the VP that I would be at the Edgewater Beach during their annual meeting. It suggested that an appointment could be arranged by wire, telephone or letter prior to the meeting.*

BARBS DESIGNED TO FOLLOW UP FIRST MAILING:

Two BARBS letters were designed to go out following the original mailing . . . to push over any who might have hesitated to reply to the first mailing. (Most consultants were skeptical of the whole plan—said the material was too lengthy and too high powered . . . that it would frighten them away.)

*REPORTER'S NOTE: Two page newsletter was terrific . . . with a tipped-on picture of W. B.

THE RESULTS: HEAVY AND IMMEDIATE RESPONSE:

The replies came almost immediately via telephone and wire to arrange appointments during the annual meeting at the Edgewater Beach. In the three weeks that followed, nearly 100 responded. Even those who were not interested in the merchandise answered out of courtesy.

BARBS NOT NEEDED:

The immediate and high percentage of good leads eliminated the need for even sending out the BARBS as originally planned. None was mailed, just then.

ANNUAL MEETING FRUITFUL:

The personal interviews at the VP's annual meeting resulted in a fat series of home office visitations in various sections of the country.

BARBS FINALLY USED—FOLLOWING HOME OFFICE VISITATIONS:

Immediately, upon leaving a home office visit, (while still in the Home Office city) a BARB was dropped in a mail box—the one titled, "Can You Answer These Questions in One Word?" One each was addressed to

each official participating in the interviews.

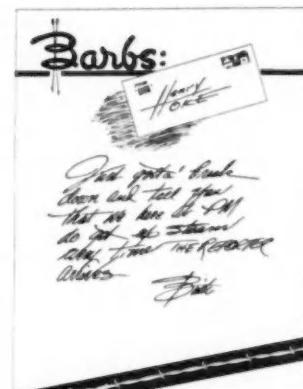
A few days later another would go to the same individuals. Responses almost always followed with favorable comment. Contacts were kept warm.

NO MORE USE FOR BARBS:

When the campaign was successfully ended no further use for BARBS was anticipated.

SALES LETTER:

But, one day an inspiration hit to use BARBS for writing "get going"



messages to men with whom I had just worked in one of our training courses. With some skepticism I risked the barbed stationery. The results were surprisingly good!

ANYTHING AND EVERYTHING:

From that day on, I've been using BARBS for thank you notes and memos where the message can be short—or where special attention is wanted. They really prompt comment . . . and action.

Wayne Bishop . . .

REPORTER'S NOTE: In January Reporter . . . we showed you the unique memo form used by Wayne Bishop, Manager, Sales Promotion, Pacific Mutual Life Insurance Co., 523 West Sixth St., Los Angeles 55, California. Reprinting the illustration here because another report has come in. We had written . . . asking why the miniature postmark showed Little Rock, Arkansas instead of Los Angeles . . . how the "Barbs" idea got started, etc. The answer is just about perfect as an answer. It also reveals an intensely interesting experiment in direct mail. Says Wayne in an accompanying Barbs: "The power of direct mail is what you make it. It can accomplish most anything."



TIME SAVERS:

You can jot a note on one of these much faster than you can dictate; saves transcription time too. The message is more personal too. No "Dear Sirs," no "Dear Mr. Jones." Often not even the signature, if the recipient has ever received one before or is acquainted with "Bish." A real time saver!

That's the story of BARBS. It's been fun.

ANOTHER "RABBIT HABIT" IDEA

Hubert Ver Mehren operates the Home Art Studios in Des Moines, Iowa. He was interested in our "Rabbit Habit" story (August 1951) and recently sent us his own version . . . which is called "Pen Pal."

Hubert sells booklets on textile painting. His advertisements in newspapers and magazines show an inquiry cost of from 6¢ to a dollar for a 25¢ booklet.

Thirteen months ago he devised a stunt of offering present customers a gift premium if they would send him the names of five friends addressed on a blank penny postal card. (He doesn't know what will happen with the two centers . . . but isn't too worried.)

When the addressed postal cards come in, they are imprinted on message side with the following in typewritten type:

Dear Friend:
This Postal Card was addressed to you by a Pen Pal who knows your interest in Textile Painting. Many who have enjoyed Textile Painting as a Hobby found they were handicapped by the proper Technique, and most of all by suitable designs to meet their needs. Here's Good News that will solve your Textile Problems. * * * * OUR SPECIAL OFFER is for Idea Packed Book showing 300 Ready Cut Stencil Designs and Painting Technique that gets better results in less time. Just the information you need! Take advantage of this SPECIAL OFFER and send 25¢ in Coin or Stamps for this Idea Packed Book—Get a Head Start—a 25¢ Refund Coupon redeemable on Merchandise Purchases of \$1.00 or more is included. Get greater enjoyment from your Textile Painting.—Return card to DEPT. A, PEN PALS, c/o HOME ART STUDIOS, 617 MULBERRY ST., DES MOINES 9, IOWA.

During the last thirteen months 30,545 postal cards were sent in by customers . . . and mailed after imprinting. Returns were 22.5 per cent. And then the new customers are asked to join the Pen Pal Club.

The "Rabbit Habit" idea will work for many businesses.

A REPORT ON SQUARE SPAN

So many people have been asking for more information about "Square Span" writing . . . we'll give you an up-to-date report which can be used as a stock answer. After countless letters to all points on the map, we think we have the sequence of events straightened out.

The idea for "Square Span" writing was developed by a young student named Robert B. Andrews, 3206 West Colorado, Dallas, Texas. During 1948, while an undergraduate at Southern Methodist University, he experimented with "readability" for his required thesis. Some of his findings caught the fancy of his professors.

Bob Andrews figured that Guttenberg and Caxton might have been all wrong in forcing us to adopt a system of reading which was contrary to the natural movements of the eye. The eye does not move smooth'y or evenly along a line of type. It jumps from one group of words to another. The field of human vision is approximately rectangular or elliptical . . . according to the experts. That is . . . we have forced ourselves to see just the line of type we are reading, but we actually see the lines above and below. That causes eyestrain.

Student Andrews simply combined (1) artificial or natural thought grouping with (2) bilinear reading. He typed or printed thought groups on two or three short lines. The eye could carry the whole thought to the brain without strain. It is easy to read and understand.

EAT AT THE BEST FOOD
JOE'S PLACE IN OUR TOWN

The eye catches it all in two fixed movements. Eat at Joe's Place. The best food in town . . . takes more eye work and concentration.

Initial tests at S.M.U. indicated readers could scoot over a page of "Square



Span" with dazzling speed and comprehension.

Of course, there are serious objections to "Square Span."

(a) From a letter standpoint, typing is difficult. Slower work. Hard to arrange.

(b) From a writing angle . . . the mind must be trained to write in logical, short, *thought groups* which can be typed or set in blocks. You shouldn't break a thought unit and include a lost word in another.

(c) Printers and typographers viewed "Square Span" with alarm because of difficulty of setting on linotype machines and because too much white space is needed.

However, in spite of objections, many people have become interested in the idea.

The first published report of "Square Span" appeared in *The Texas Outlook* of January 1949. Editor Ruth R. Johnson felt an immediate reaction. In July 1949 *Readers Digest* ran an article about it . . . and stirred up an enormous amount of correspondence.

Lee Trenholm (since deceased) carried a story in his *Provincial's Paper* (Toronto) House Magazine in October 1950. This reporter picked it up the following month. Some of our subscribers used the idea for letters . . . and we have reported.

Other experiments have been conducted at S.M.U. Professor Alvin J. Nerst and graduate student L. B. Jenkins developed a substitute. They discovered that statistically students showed a "liking" for thought grouping.

For instance students read words set in thought groups alone with greater speed and comprehension than either "Square Span" or standard typography.

Set in "Square Span" the sentence above would read (and we will print it smaller, because advocates counter the lost white space argument by

THE SQUARE SPAN IDEA IS ATTRACTING ATTENTION

It's a suggested system of	writing letters or sending type in blocks	rather than in long lines. Some	experts claim it's easier to read.
Another idea that's appealing to	more and more insurance buyers is	the need for expert insurance advice	to subsequent mail, homes, and businesses.



"Dedicated to Protect the Household
TELEPHONE WAbash 0583



First personal letter received by The Reporter in "Square Span" typing came from John Sweeney of Sweeney Insurance Agency, 205 South Fourth Street, Louisville 2, Kentucky . . . saying he got idea for his new blotter from our Short Notes. But John Sweeney's blotter illustrates one of the dangers of "Square Span." Thought groups must actually be . . . thought groups. Don't mix them by ending one block with "of" or "to" or "some" which must continue to the next block. Each block should contain a phrase or group of words which create a mental picture. Is that clear?

saying smaller type can be used without affecting readability.)

For instance	students read words	set in thought groups alone
with greater speed	and comprehension	than either "Square Span"
or standard typography.		

Other educators have hailed either the bilinear "Square Span" or the unilinear "thought grouping" as worthy of future experimentation.

So far as we can discover . . . no textbook or study material has actually been produced in "Square Span." Experiments have been confined to classrooms . . . or to the few adaptations in direct mail previously reported. Giving you another case here. (Above).

In the meantime, student Robert Andrews has changed from civics into a uniform supplied by Uncle Sam. He is, at this writing, at Fort Benning, Georgia . . . but still willing to talk and think about his dream for making reading easier.

This reporter is only reporting. We can't urge you to use or recommend the use of "Square Span." The "drive" would have to come from the schools. The public would then have to be educated to form different reading habits.

On one point we are certain: Experimenting with the "Square Span" idea will help you to think a little more clearly. After a short time you will begin thinking in easily understood groups of words. You will automatically stop confusing your sentences with complicated phrases and unnecessary words. If any of you use "Square Span" or thought grouping in your direct mail please send samples.

HUMOR SOLVES A PROBLEM . . . See Cover

Speaking of financial advertising (as we have in two other items), we learned that a top Gold Award was given for a financial campaign in the recent Annual Competition of the Affiliated Advertising Agencies Network. Russell Edwards, vice president of Gordon Schonfarber & Associates, Inc., 58 Weybosset Street, Providence 3, R. I. filled our request for samples and details.

The campaign was prepared for Old Colony Co-operative Bank of Providence, Rhode Island's leading savings and loan association (5 offices with assets over \$71 million).

The problem: to develop a method of handling a delicate matter of public relations . . . bringing in collections on delinquent mortgage accounts, but preserving a friendly attitude toward a friendly institution.

The agency worked out a series of twelve folder cards . . . printed on various colored stock with matched envelopes in two color letterpress. Drawings were in semi-cartoon style. By having the twelve cards in stock the bank could avoid duplications on repeaters.



Have You Forgotten?

Inside copy for all the cartoon cards was in verse style, tied in with the drawing, such as the following:

There's a matter we must mention
That perhaps you did forget—
We believe your mortgage payment
Has not reached our office yet.
If you've paid it, won't you tell us
That our record's "gone askew?"
But, if not, we want to tell you
That your payment's overdue.

OLD COLONY Co-operative Bank

In each card the bank emphasizes that "a bank is human;" that there is a possibility of a mistake.

From all reports . . . the problem was solved satisfactorily. The series of cards deserved an award . . . for a refreshing change from the usual type of delinquent dunning.

HOW TO PREPARE A CONVENTION REPORT

Convention reports have been a headache to association secretaries and officers ever since conventions came into being. The word-for-word transcripts were voluminous, costly and most often boring. It was difficult to cut for fear of hurting feelings of sincere but long-winded speakers. A lot of "reports" even include "laughter" or "applause" and the unnecessary, but complimentary, ramblings of the introducers.

To make matters worse, the job of transcribing, compiling, editing and producing is usually so difficult . . . the finished job lands on members' desks along about the time they are getting ready, a year later, to attend another convention.

This reporter has just read a new style, streamlined report which has every previous effort licked to a frazzle. It should set a trend which would be a boon to all associations.

Last July we journeyed to French Lick to attend and speak before the 36th General Conference of the American Alumni Council (composed of alumni secretaries of 1438 colleges and universities). These conventions are serious affairs . . . covering many subjects of common interest or specialized subjects of interest to segments of members. In the past, the conferences were reported word-for-word. The report of the Harvard 1950 Meeting developed into a weighty, 600-page tome (as had many of its predecessors).

This year the Officers and Board, headed by President Charles P. McCurdy, Jr. of the College of William & Mary (Williamsburg, Virginia) decided to throw tradition out of the window.

First they set up a control office in Washington, D. C., headed by Ernest T. Stewart, Jr. at 1785 Massachusetts Avenue, N. W. The new executive secretary's first job was to streamline the convention report.

The convention program was divided into the four main topical phases. All notes, material, texts, etc., were turned over to four editing committees. Each made a boiled-down conversational report showing exactly what had been said or done of any importance about a particular subject. Some speeches, for example, might be mentioned or quoted in more than one or all reports.

As a result, the report became an interesting, readable, printed book of just 128, 6 x 9 pages with hard-bound permanent cover. It replaced the shotgun or broadside efforts of the past with four high-powered rifles.

This reporter didn't even resent some of the wisecracks taken at his criticisms of alumni publications and subscription appeals.

We recommend this innovation to all association secretaries and officers. Only caution: it takes brains, enthusiasm and concentration to do the necessary sifting of the grain from the chaff. We understand a few copies of this report are available to non-members for \$5 a copy (\$1.50 per copy for members). Worth every cent of it.

The condensation of the direct mail talk by Jack Fullen of Ohio State, and the advice on planning and publishing an alumni magazine (applicable to house organ editors) are alone worth it. If you cannot get a copy . . . borrow one from the alumni secretary of your school, if he'll trust you with it out of his sight.

You'll laugh at the report of the Resolutions Committee (on pages 113-114) done in cat-crossed-the-street style, whereas-less and resolved-less and minus all we's and that's. A big round of applause for the American Alumni Council. And good luck to the new executive secretary.

PLATITUDINOUS BANALITIES

Joe Russakoff's definition of "bunk" seems to be a good head for this report.

There were quite a few lifted eyebrows over an item which appeared in the November 9, 1951 issue of *Tide Magazine*. Here is the way it was printed:

WATCH THAT PRIDE

We're indebted to Jim Richards, executive secretary of the Iowa Petroleum Industries

committee, for this tale of woe. It concerns a major publishing firm with a fabulous mailing machine of which it was inordinately proud. This mechanical genius would fold letters, insert them in envelopes, address, seal and stamp them—no mean task.

One very hot day some small part of the machine got jammed and, with one thing and another, the defect was overlooked. But old faithful worked right on. The upshot: a Montana rancher received, in one mail delivery, 6,000 identical letters telling him his magazine subscription was about to expire.

Since the rancher received 6,000 and not 7- or 8,000 letters, we surmise someone

eventually fixed the fabulous machine. What we don't know—and would like to—is whether the rancher ever renewed his subscription.

Clippings came to us with varying notations ranging from "this is bunk" to "how could this happen?"

We called several of our magazine friends to see if they knew anything about it. They all agreed that such a thing couldn't possibly happen . . . that

switch from this

to this

Anyone can produce beautiful plastic bound books in these 2 easy steps:

Punch sheets and covers of any size or weight, quickly, accurately

Bind up to 250 books an hour with colorful GBC bindings—1/8" to 1 1/8" diameter.

NOW... YOU CAN DO PLASTIC BINDING

THIS STRIKING PLASTIC BOUND PORTFOLIO-PRESENTATION — FREE

Get your personalized edition . . . a wealth of facts and ideas. You'll receive at no cost the complete application and cost story along with actual samples of modern plastic binding all in one presentation. The 2 free valuable pocket memo books show two different, popular and practical modern plastic binding styles. Act now! No obligation.



GENERAL BINDING CORP., Dept. RD-2
812 W. Belmont Ave., Chicago 14, Ill.

RIGHT IN YOUR OWN OFFICE

Bind all sizes of loose pages—any printed or duplicated material with compact GBC plastic binding equipment . . . in a matter of seconds. You'll add prestige, color, utility, attention-compelling appearance and increase the effectiveness and life of your literature. Pages lie perfectly flat . . . may be inserted or removed any place in book. Save money, too. Anyone can operate.

GET YOUR FREE PORTFOLIO-PRESENTATION NOW

GENERAL BINDING CORPORATION
Dept. RD-2 812 W. Belmont Ave., Chicago 14, Ill.

Please send me at once my free plastic bound PORTFOLIO-PRESENTATION that includes prices and applications and 2 FREE handy Memo Books. I understand there is no obligation.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

various versions of the story had been going around for years as the result of a rumored mistake by a fulfillment clerk who added a zero to an order for five copies. The new subscriber got a bundle of fifty magazines instead of five. Even that story might not be true. But gradually the story was changed by repeating until it got to a Montana rancher receiving six thousand subscription letters in one mail.

Just for the hell of it . . . we decided to track down the *Tide* story. It sure was a waste of time, but we had a lot of fun.

We wrote to Jim Richards at Des Moines, Iowa. He confessed that he picked up the story in *Quotes* published for speakers by Maxwell Droke of Indianapolis. Max sent us a copy and the story there was credited to C. Howard Thomas of National Publishing Co., Philadelphia. Mr. Thomas at first refused to answer questions, but finally referred us to Glenn Compton of Printing Industry of America who had included it in some speech suggestions for Thomas several years ago. (Thomas' talk incidentally emphasized that even in this highly mechanized age . . . brains are still needed to run the plants and machines.)

Glenn (formerly with *New York Printing News*) when approached, was embarrassed about the whole thing. Said he hopes this won't come back to haunt him forever. Glenn had heard Bennett Cerf use it in a supposedly humorous speech four or five years ago. It was used as a gag to illustrate point in Thomas' talk. We've wasted enough time already . . . and refuse to try to tie down Bennett Cerf into a confirmation of unexistent evidence.

Everybody in the industry consulted so far claim positively that there isn't

such a machine as that described in the *Tide* article. Even if there was such a machine, the story couldn't be true for even on an addressing operation alone, the operator would soon see that a plate had stuck. He couldn't stand or sit silent (or blind) having 6000 envelopes run through one plate. And in the casing or separating operation the clerk would catch any noticeable duplication, especially if six thousand letters, or one thousand or one hundred, went to one person in a little Montana town.

That's the end of the investigation. The story was started as a gag many years ago by critics of direct mail. It has been amplified and repeated through the years—unwittingly passed along by a lot of people who mean no harm to direct mail . . . just trying to be funny. But it isn't funny and it should be buried forever. Will *Tide* please arrange for the funeral and flowers?

Incidentally, did you know that the Secret Service has been checking on practical jokers who send phoney subs to magazines in name of President? And one joker entered "send bill" subscriptions to many magazines in the name of embattled General Harry H. Vaughan.

BREAKING WITH TRADITION

Savings and Loan Associations are also breaking away from traditions in financial advertising (see article on page 34). Some of the smartest, consistently high-class direct mail comes from many of these aggressive concerns. Have the old line banking institutions beat-a-mile for good letterheads and well designed brochures, house magazines and circulars.

Ninth Federal Savings and Loan Association (1457 Broadway, New York 36, N. Y.) recently had world famous William Metzig design a new letterhead. And when a new branch was opened at the United Nations, Director of Public Relations Clarence Stilwill resorted to clever die-cut folders mailed to a list of 10,000 in the neighborhood of the modernistic U. N. Building.

250 accounts were produced by mail before opening. At the end of two gala opening days there were 1151 accounts,

with deposits of \$140,000. Clarence credits "at least 90% of the business to direct mail alone." If you'd like to see some good financial advertising write to him for samples. He is an obliging fellow and has worked hard to raise the advertising sights of everyone in the financial field.

A POWERFUL LETTER

Try to start and not finish the letter we are reprinting here. It was sent to us by Gordon James, Jr. of the Shell Oil Company, R.C.A. Bldg., New York 20, N. Y. as a good example of effective direct mail. Those who received it talked about it to one another . . . and acted.

The two page letter was processed and filled-in on a simple letterhead reading—Carl H. W. Ruprecht, 21 Norwood Avenue, Upper Montclair, N. J. You'll see his business connection below the signature. Hope you agree that it is a thrilling, dramatic and powerful job. Congratulations to Carl . . . and prayers for Alan.

January, 1952

Mr. Gordon James, Jr.,
19 Brookfield Rd.,
Montclair, N. J.
Dear Mr. James:
It all happened quite unexpectedly last December, just two weeks before Yule-tide.

You know the way kids are before Christmas. Excited, anxious, and of course most unusually well behaved. In this aura of joyous anticipation, a young father and his charming wife, mother of two (expecting another little one shortly), were making the necessary preparations for Santa's arrival.

Unannounced, a black shadow slipped into the house. The young father, my son Alan, was bedridden by what appeared to be the grippe. On December 19, 1950, the doctor ordered a spinal tap. In a voice trembling with remorse, he revealed the appalling truth: my son was a victim of POLIO!

We were grief-stricken. The happiness of his wife and three children (a baby daughter arrived December 15) shrivelled with the muscular tissues of his afflicted limbs and body. For weeks he lay immobile, completely paralyzed in an iron lung that was quickly and graciously provided by the ESSEX COUNTY CHAPTER of the National Foundation for Infantile Paralysis. You can appreciate what we went through! When the heart comes into play, it numbs and paralyzes the brain. We didn't know what to do. Here was this pernicious phantom crushing the

SALES LETTERS

Letter with "instantaneous appeal," that begins to be read, that impresses and sells. One series 25 years old. Send for circular "B". Please write on letterhead.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

POSTAL CARDS PAY!

Send for samples of
POSTAL CARD
HOUSE ORGANS
that sell quickly
and build good will.
ORVILLE E. REED
Nowell, Michigan



LISTS

that sell more, faster

Industrial List Bureau
45 Astor Place, New York 3, N.Y.

breath out of our boy.

A few hours after Alan entered the Essex County Isolation Hospital, our prayers were answered. His wife received a letter from the Essex County Chapter of the National Foundation offering not only sympathy, but their help in every possible way.

During the crisis, lasting many weeks, trained polio nurses valiantly administered drugs and oxygen while Alan was in the iron lung, and watched over him day and night. After nine months of devoted, painstaking care, Alan was able to leave the hospital, but . . . he was not ready to come home for his legs were still useless. Once again the Foundation provided for and arranged his transfer to the N. Y. Institute for Physical Medicine and Rehabilitation in New York City. There he will receive treatment and exercise to strengthen the muscles that endured this ravaging disease. Alan had survived the initial onslaught of this POLIO killer. It it

were not for the Foundation, the cost of keeping Alan at this remarkable new institution would be \$25 a day! I hope that you never have to face the agony and excruciating anxieties of seeing a loved-one lying helpless in one of those monstrous iron lungs. It's hell. Right there at Alan's side like a provident savior were the watchful nurses and physiotherapists provided by the **ESSEX COUNTY CHAPTER** of the National Foundation.

After his hospital insurance expired, Alan's wife and three children had absolutely no source of income. With the funds and attention donated by the Foundation, I have been able to help them along now for almost a year. There is no conceivable way to repay for the saving of life. But we can provide for the continuance of this magnificent service to humanity. I am sure that in the past you and your company have given generously to the March of Dimes. Perhaps at this time of year

you or your company have some surplus funds for tax deduction purposes. Of course contributions to the Foundation are tax deductible, and if you could send a check made payable to Montclair March of Dimes Committee and mail to Dr. Frank A. Hunger, Grace Presbyterian Church, 153 Grove Street, Montclair, New Jersey, it would help Alan's cause and at the same time assist the Foundation in furthering the wonderful work they do. Any amount would be most gratefully appreciated.

Most sincerely,
(signed) Carl H. W. Ruprecht
Director, Advertising
& Public Relations
Underwood Corporation
New York

P. S.

Your contribution can be mailed in the enclosed envelope which is addressed & stamped. In this way, it would indicate that your donation was prompted by this appeal from me.



PUBLISHING HEADACHES

An old cancer in the advertising and publishing business seemed for a time to be burned out. But it was only dormant. It is appearing again. Maybe we should ignore it. Maybe we would make more money if we accepted it. But self-respecting editors must get as riled as we do.

Here's part of a letter we received some months ago from an official of a company manufacturing a product relating to direct mail.

We currently advertise in five trade journals. Some are good and others fair. THE REPORTER could probably do a better job than some in which we advertise, but we have a problem. We do not want to enter anything blindfolded, no matter how good the reputation. We want to see our advertising dollar pay for itself. We don't care if the advertisement draws many inquiries alone but as long as we can make it pay for the cost of the space we're satisfied.

Therefore, we suggest that a release be given to a product of ours or products, to determine the interest your readers will have in them. If there is any interest shown we will advertise in your publication for we know that the reputation will bring the sales. But, we do

not want to go into an unknown factor. The present magazines we advertise in accommodated us in such a manner and we did keep our word. Business has tightened up and we want the most for our money, just like everybody else does.

The letter was not answered . . . because in our book there was no possible polite answer.

A follow-up letter arrived several months later. Two paragraphs should be quoted:

You have a good publication, one that might suit our needs well, but as you know it is all a case of trial and error until you find out the true worth of anything. But, our organization is in a tightening up process and just like yours, every penny counts and must show results. These things happen periodically in every organization. In former times, we would have gladly taken a chance and placed a few advertisements in your publication as a test. But as you know, the economic picture has changed lately and I'm glad to say that is improving again.

However, as the publisher, we suggest that you cooperate with us. If we are to take space in your publication, we want cooperation from you as well. As I explained, the fine publications we advertise in now have given us releases which proved that their publication was good for us based on inquiries received. And so, we advertise with them, all national magazines. In September, *Blank Magazine* gave us a write-up and the result was thirty-three inquiries to date. We are going to

advocate with them. If you think you have the publication for us and want us as an advertiser, it is simple enough for you to prove the worth of your publication from our viewpoint by giving us a write-up in a news, or editorial column. That seems fair to me, what's your reaction?

The only thing a magazine has to sell is its reputation for editorial integrity. Subscribers buy and read it because they believe the editor and other writers are honest. Advertisers buy space in it because they believe or know that readers trust or follow the magazine's thinking.

When a magazine editor falls for the "puff demands" he weakens and possibly destroys that delicate editorial integrity which is the goal of every responsible magazine.

Too many editors have fallen. We are shocked by the names revealed in the letters from our selfish correspondent. Perhaps the facts are as untrue as his policies are unwise.

THE REPORTER will continue to refuse to make deals. Our editorial thinking is not for sale. After nearly fourteen years . . . almost everyone in the field should know that we want to be helpful, but we want to be free. We will praise advertisers or non-advertisers impartially . . . so long as they do an outstanding job or furnish ideas which are helpful to the average reader. We will also criticize anyone (advertisers included) who does anything which in our honest opinion harms direct mail. Our advertising is sold for exactly what it is . . . advertising space surrounded by authentic, dependable, readable editorial material.

We don't have to prove the readership of THE REPORTER by faking. If that time should ever come . . . our readership will have disappeared.

POSTAL NOTES

We'll try to be brief in this and future reports on the postal situation. So many other important things to occupy space. But you must be kept "advised."

A recent press dispatch from Washington stated that Post Office Department claimed it had received *only one complaint* about 10% surcharge on purchases of 50 or more postal cards. The reporter covering that news must have conferred with an elevator operator. According to reports and carbons reaching us . . . the number of kicks has alarmed post offices and Congressmen.

Some bills have already been introduced to repeal the silly and discrimina-

**SALES MESSAGE
and SAMPLE PRODUCT**

arrive together in...

Bag-Velopes

When you mail a sample of your product with a sales letter — you'll find that Bag-Velopes will . . .

- **Save Time** —easy to pack — no tying, taping or labeling
- **Save Money** —no costly boxing, wrapping or twine
- **Get Attention**—because both letter and sample are received at the same time.

Send for samples

CURTIS 1000 INC.

380 Capital Ave. 1000 University Ave. 2630 Payne Ave. 335 Morris Ave. N.W. 3204 Polk Ave.
HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, O. ATLANTA, GA. HOUSTON, TEX.

tory surcharge. We'll report later.

The Post Office is getting the worst "press" in its history. Items and columns galore about how postal rates are going up . . . while the service slides rapidly down. It is serious.

Third class mail is taking a beating in many Post Offices. We have warned December mailers (house magazine editors particularly) to make plans for earlier mailings next year. It was astounding how many Christmas Greeting issues arrived after January 1st. Last one to reach REPORTER office came on January 16th.

Some of the letters to Postmasters and to the Postmaster General are so hot they are unprintable. One fellow sent a present of a necktie . . . a rope. Perhaps the best and hottest (but sober) letter was written by Ed Collins (one of first officers of DMAA) President of Advertising Golf Ball Corp., 480 Lexington Ave., New York 17, N. Y. He processed his 4-page letter and sent copies to about 100 trade magazine and newspaper editors. His fireworks are even more crackling than those of George Dugdale. Write and ask him for a copy.

Cases are being reported of legal evasion of the 10% surcharge on postal cards. AP carried the story of how Bob McCune of Paramount, California saved \$50 by having three employees buy 25,000 cards, 49 at a time. Took 8 man hours. Milton Wish in Los Angeles made 80 separate transactions at his post office and saved himself 8 bucks. We hear it is happening all over.

And you should see the silly accounting system forced on the postal clerks. The window men are charged the 10% extra for each lot of cards placed in their custody. Cards are separated by paper bands in packages of 50. When selling less than 50 . . . the clerk must remove the paper band; date and initial it; place it in cash drawer. At end of a set period he counts the bands and turns them in to the cashier's office for credit at 10¢ per band. Playing paper dolls! No wonder postal clerks (though they won't talk publicly) are disgusted. No wonder the morale of post office system has deteriorated, adding to the confusion and delay in the mails.

And talk about confusion: some post offices at first refused to take cards mailed under bulk 1¢ minimum rate. Sent them back for more postage. Mailer had to go to post office personally to explain the law. You can mail same size card as a postal for 1¢ bulk rate if you do not print the word Post Card on it. If you print

Post Card, it's 2¢. If you omit, it can be 1¢. And some of the post offices must not be watching their cancelled cards. We've seen several old penny cards cancelled as late as January 8th without additional postage.

There is no way of telling just yet how much of a drop there has been in postal card volume. Very few in our mail . . . except for club announcements. Al Hoffman of Reba Martin, Inc., Miami, Fla. tells us that more than 50% of their retail customers (formerly monthly postal card users) have authorized change to 3rd class bulk mailings.

This reporter hopes all of you will continue to write to your Postmasters (the letters go to Washington) and to your representatives in Congress. You may be able to create a miracle. Don't be afraid to kick about service . . . if you have a legitimate kick.

But we predict that real kicks will come around July . . . when business men wake up to the fact that they are paying a higher rate for third class mail than the rate enjoyed for same service by unions, charities and non-profit groups of all kinds. Post office is already taking steps to bar from the

exception rate the phony charities which work through contractors and send unordered merchandise as gimmicks to force contribution.

Only good item for this report . . . our old friend Ralph Harden has invented a calculator to make figuring parcel post rates easier. A circular plastic disk affair which sells for a dollar. Only shipments originating at New York Post Office are on present model which you can get by sending a dollar to Fast Mail Company, Box 999, North Attleboro, Mass. But Ralph tells us special disks for others of 100 largest cities will be ready soon.

Continue to send to THE REPORTER carbons of any letters you write about the "postal situation." We file 'em under "M" . . . meaning mess.

SKILLFUL PUBLIC RELATIONS

Every mail brings us a batch of press releases. The amount has increased enormously in past few years. We read

FAST AUTOMATIC ELECTRIC STAPLING



It staples automatically . . . instantaneously . . . as fast as you insert the work.

No time lag. No motor, no hand or foot controls.

Standard type staples . . . Reload from the front without removing a single part.

Portable . . . weighs only 12½ pounds.

Write for illustrated folder and specifications. THE STAPLEX CO., 68-78 Jay St., Brooklyn 1, N. Y.

Do as thousands are doing . . .
"fasten it the modern

Staplex
way

them all. But most are dull and uninspiring. They seem to be patterned from the same textbook. "Mr. Harvey Stuffedshirt, President of Stuff and Stuff, announced today that, etc."

When somebody handles a press contact problem differently and skillfully . . . the effect stands out from the pile of mediocrity like a shining light.

On December 31, 1951 Harry Porter of Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio mailed a two-page, automatically typed letter to his friends in the graphic arts field. He reviewed progress of past years and made a few conversational predictions. At the end of the letter he revealed that shortly after first of year, Harris-Seybold would publish a new house magazine for the graphic arts.

It was a "dearless" letter (Harry dropped "dear" salutations a number of years ago). The reason we discovered it was an automatic letter . . . the girl on the machine wrote an opening line with "Mr. Hoke." Harry, when signing letter, added a postscript saying letter was being mailed to "about a thousand."

On January 18, 1952 another "dearless," conversational, automatically type-written letter from Cleveland was signed by Fred Baker, assistant advertising manager. Fred asked us (and a thousand others) to put the letter away until we had "twenty free minutes" to study the attached first copy of "Graphic," the new 11 by 14 inch, 8-page Harris-Seybold house magazine . . . to be published quarterly. Fred coyly insists he is not going to send out a press release, as such.

Instead of commenting on the new house magazine at length (it's really super-duper, printed by offset, letterpress and gravure) . . . we think it's more appropriate to give Harry and Fred pats on the back for the way they introduced their new baby . . . skillfully. They built up interest by personal letters. A stodgy, stuffed shirt, standardized press release would have been unexciting and lifeless.

"Graphic" will be talked about . . . not for itself alone, but for, or on account of, the way it was introduced.

ADVERTISING IN ACTION

This reporter enjoyed attending the first annual day-long "Advertising in Action" Conference staged by Standard & Poor's Corp., 345 Hudson St., New York 14, N. Y. at the Waldorf-Astoria

Hotel in New York on January 18, 1952.

Proceedings were in charge of veteran direct mail man John T. McKenzie . . . who more than a year ago developed a new educational program for invest-



"WISHING WELL" WON'T WORK

ment brokers and dealers. Each month throughout 1951, the Standard & Poor's house magazine (edited by John) awarded three or four certificates of merit to outstanding investment campaigns (covering space advertising, direct mail, radio spots, etc.).

Late in December, a Board of Judges (of which this reporter was a member) labored over the job of picking the year's "best" advertising effort from the collection of monthly winners. A difficult and argumentative job.

But the six judges finally agreed on the campaign of Dreyfus & Co., members of the N. Y. Stock Exchange, 50



*PETS CAN BE EXPENSIVE

Broadway, New York 4, N. Y. Jack Dreyfus and his agency, Doyle, Dane, Bernbach of New York, set a new pattern in investment advertising . . . a human and at times humorous approach in a field where "tombstone advertising" has been a cherished tradition. With newspaper advertisements (later reproduced in direct mail booklets) and in humanized down-to-earth bulletins the Dreyfus & Co. campaign at first created doubt and confusion in

the sedate Wall Street community. But that doubt changed to admiration and flattery-by-imitation as the effort continued month after month.

Write for the booklet "the human approach to successful investing" and you will have a nearly complete picture of the advertisements which caused such a furor (with cartoons and captions illustrated here).

The conference planned by John McKenzie was wonderfully organized. About four hundred Mutual fund brokers came from all parts of the country. Chairman of the Board Paul Babson, Elmer Wheeler and John Yeck were featured speakers . . . while Larry Chait conducted (in his usual expert fashion) a direct mail clinic with six assisting experts.

It was a refreshing experiment in advertising education. We understand that transcripts of talks and clinics will be available later on. Plans are already in the works to continue the idea indefinitely. Monthly awards . . . culminating in a one day conference and selection of best investment campaign of the year. It certainly should be continued.

DIRECT MAIL MEETINGS

At the suggestion of many readers . . . we will list each month the dates and details for regularly scheduled meetings of direct mail clubs throughout the country. If you are traveling (or not members) you might like to know how to contact these groups.

We are starting off with those on which records are immediately available. Others will be added as soon as we get necessary information.

Important Note: Where asterisk (*) appears before listing . . . it indicates that membership and attendance is restricted by local rules. Guest attendance can usually be arranged by contacting officers or members.

BOSTON *Mail Selling Club of Boston

Time: Unusually first Tuesday of each month at 6:15 P.M. but schedule for next three is Feb. 28, April 3, May 15. Place: Red Coach Grille. Officers: Chairman, Frank M. Herbert, Jr.; The Atlantic Monthly, Vice Chairman, T. W. Worthington, Harvard Business Review; Vice Pres., Mrs. Mary C. D. R. Service; Lt. Burman; Treasurer, Donald Seeger; Samuels Cupples Envelope Company, Secretary, Mrs. Dorothy Eaton, United Business Service.

CHICAGO
Direct Mail Advertising Club
Time: Fourth Thursday of each month at 6:30 P.M. for dinner. Headquarters: Room 1400, Hotel Madison, Madison Street, Telephone Central 6-7178. Ask for Secretary, Hattie Ostwald. Officers: President, James A. Clarke, LaSalle Extension University; Vice President, Michael Mannion (advertising). Everyone invited to attend meetings or join.

Circulation Managers Roundtable
Group interested in direct mail for circulation work. Time: Every other Tuesday for

lunch on 9th floor of Mandel Brothers. Officers: President, Robert E. Hill; Baker's Helper (Phone: Andover 3-1860); Secretary, Robert Kardon; The American Medical Association; Treasurer, Elmer Olin, Vanier Publishing Company. Check with officers for attendance requirements.

FORT WORTH, TEXAS

Sales Promotion Roundtable

Time: Last Monday of each month at 6:15 P.M. at Worth Hotel. Officers: President, Ira Dines; Vice President, Oscar Gray, Jr. Also contact W. P. Brown, 158 West Magnolia Avenue. Anyone interested in direct mail always welcome.

KANSAS CITY

Informal direct mail discussion group, meeting third year with name, formalities, dues or dues. Meets second Tuesday of each month at Advertising Club, 9113 Baltimore Avenue at 6 P.M., for cocktails and dinner. Only cost . . . dinner check. Members rotate in arranging programs. No restrictions on attendance. Contact Marvin Rader of Tension Envelope Corporation. Telephone: Harrison 992-2902.

NEW YORK

Hundred Million Club of New York

Time: Second Thursday of each month at 12 noon. Place: Picnic Room Hall Club, 43rd Street. Officers: President, Lester Shulman; Cowles Magazines, Inc.; Vice President, Gardner Gibbs, McGraw-Hill Publishing Company; Vice President, Edith Walker, Book-of-the-Month Club; Vice President, Paul A. Murnau, John Woods' Investors' Service; Treasurer, Helen C. Buckley, Parents' Institute, Inc.; Assistant Treasurer, Patricia Miller, Parents' Institute, Inc.; Secretary, Muriel Gilmore, Mailings Incorporated.

Mall Advertising Club

Time: First Thursday of each month at 6 P.M. Place: Hotel Roosevelt. Officers: President, Otto F. Meissner; Wall Street Journal; Vice President, Wilfrid S. Brown; Secretary, Sylvia J. Roberts; Treasurer, Allan Rock, Rock Advertising Agency.

PHILADELPHIA

Direct Mail Club

Time: Second Wednesday of each month at 12 noon. Place: Gimbel's on Market Street. Officers: President, Scott L. Wolff, Jr., The Drake Press; Vice President, Nicholas R. Bjornson, Lavenson Bureau of Advertising; Secretary, Laura Perry, The Blakiston Company; Treasurer, M. H. Powell, Farm Journal, Inc.

One Advertising Man to Another

George Kinter's Monthly Letter Expressing One Man's Opinion

Being a small-time advertising man, having no time to attend many formalized meetings, I have missed the boat. Almost a month of the new year has passed and . . . A review of my ads makes me feel quite blue.

Not a rhyme do I find for the year fifty-two.

But a piece of advertising I received recently gave me an idea for a rhyme for "fifty-two" that might hold a grain of sense:

A new low will be reached in fifty-two
Unless there's a curb on the "girl-picture" crew.

An outfit in Los Angeles, that calls itself "Art Production Service," is offering printers cuts from the photographs of a "beautiful rising movie starlet," in various states of undress. "WOW" captions the picture on the first page

showing said starlet from the bust up. Opening the folder reveals the rest of the female's scantily attired torso and the big-type question "What's Coming Off Here?" In slightly smaller type is the answer: "The greatest idea for printers (meaning YOU), since John Blott invented blotters . . . and it is made for you to sell, sell and sell."

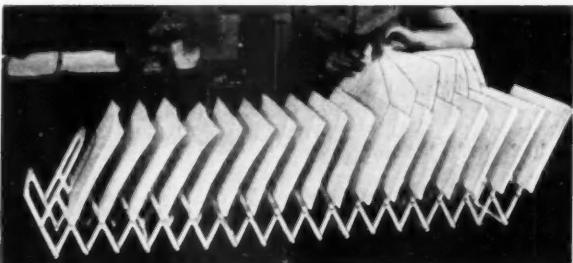
The main spread, 17" x 22" shows pictures of the same female in various poses, and in many as naked as the law allows, along with a sales pitch to printers to sell their customers on the use of the pictures on blotters.

We have been in and out of the printing business for a good many years. Out of it we have been a buyer of printing for advertisers we served, and as such, even in our heyday, when we got a kick out of burlesques and the pictures sold in the alley by a sneaky salesman with a side-of-the-mouth sales pitch, we would not have suggested the use of such pictures in advertising, even

Do What Other Direct Mail Users Do



Evans GATHERING RACKS



Pictured: 18-Section TU Model in actual use at the Southern States Cooperative, Inc. where some 600,000 mailings are assembled each month. This firm uses all models of the Evans Gathering Rack, and writes: "By their use our costs in this department have been kept at a minimum and the time required to do this work considerably shortened."

8 Models—priced \$11.00 to \$25.00.

See Your Dealer or Write

EVANS SPECIALTY CO., INC.
409 N. Mumford St.
Richmond 20, Va.

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines. Write The Reporter, 53½ Hilton Ave., Garden City, L. I., N. Y.

ADDRESSING

OUR LISTS ARE FREE
Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd St., Long Island City 4, N. Y.

ADDRESSING . . . TRADE

M. Victor—Addressing for the Trade
Rapid Service Unlimited Quantity
Large Staff of Expert Typists
130 Flatbush Ave. Brooklyn 17, N. Y.
STERLING 9-8003

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulsing
mail order, agent ads.
We show you how

Martin Advertising Agency
15P East 40th Street, New York 16, N. Y.

ADDRESSOGRAPH PLATES

Speedamat plates embossed, three-line, on genuine Addressograph Alloy. \$30 per thousand complete. Write for quantity discount

Advertisers Addressing System
706 Chestnut Street
St. Louis 1, Missouri

BUSINESS OPPORTUNITIES

Offset printer with complete plant seeks
interest or outright purchase of mail
order business. Thomas Petrelli, 1041
18th Avenue, Newark, N. J. Ma 2-8337

FOR SALE

Will sacrifice Elliott Addressing Machine
Model No. 150. Electric control. Slightly
used; with cabinet, trays, etc. Details
Shapiro, 300 E. Utica St., Buffalo 8, N. Y.

Going lettershop business with active
accounts. Upstate New York. Owner
must leave city. Have been planning
direct mail campaigns, start to finish,
sub-let printing but handled addressing,
folding, inserting, mailing. Two addresso-
graphs, folder, mail meter, graphotype,
mailing equipment, three 133 drawer
cabinets. 85,000 names on addressograph
lock tab plates. Compiled from primary
registration books of Utica, Whitesboro,
New York Mills, Yorkville and New Hartford.
Classified men, women, income groups, political affiliation.
Box 21, The Reporter, Garden City, New York.

Double your production with Model
21300 MULTILITH, 11x17, completely re-
built & guaranteed—\$1795 **DAVIDSON**
DUAL DUPLICATOR, 10x14, with all at-
tachments for letterpress & offset work.
Rebuilt & guaranteed—\$1695

Tom Darling

ADDRESSING MACHINE & EQUIP. CO.
326 Broadway—New York 7—HA 2-6700

1-SB-133 steel addressograph cabinet,
with 133-B drawers and style P frames.
\$250.00. The Lawhead Press, Inc., Athens,
Ohio.

HELP WANTED

READER'S DIGEST SEEKS

MAIL ORDER EXECUTIVE ASSISTANT

If you are under 30, like facts, figures, systems, statistics, records, have a background in mail order, book, or magazine publishing (or know circulation and fulfillment management problems) and if you like writing—this position as assistant to an executive of Reader's Digest Book Club offers a fascinating future, salary commensurate with your experience and ability. Do not telephone. Send detailed resume to W. Weintz, Reader's Digest, Pleasantville, New York

LABELS

De Luxe quality, perforated, gummed 5M to roll, specially manufactured by patented process for SPEEDAUMAT and Addressograph machines. Guaranteed to run perfectly, continuously on any strip-lister. Try a roll of 5M—\$5.00 State size preferred. Speed-Address Kraus Company, 48-01, 42 Street, Long Island City 4, New York

MAILING LISTS

WANTED—Mailing Lists of Firms or Individuals who have bought Industrial or Shop Tools by Mail. E. C. Gomes, 714 Trinity, University City 5, Missouri.

MAILING LIST CARDS

Auto-Copy Index Cards 3 x 5. For copies of mailing lists. Make copies while addressing envelopes or letters. No carbons required. Price \$2.00 per thousand, f.o.b. Rochester, N. Y. The Stylograph Corporation, 205 West Main.

MAILING MACHINES

ELLIOT ADDRESSING MACHINE, Automatic Envelope feed, Hand operated. Stencil cabinet & Stencil typewriter. Just reconditioned. All or part.

SAVER & WALLINGFORD
143 WEST BROADWAY
New York City WO 4-0520

OFFSET CUTOUTS

MOST COMPLETE service in U. S. Now available—**OFFSET SCRAPBOOK #7**, 950 reproduction proofs of promotional headings, catch words and art panels, only \$3.00 postpaid. Literature free. A. A. ARCHBOLD, PUBLISHER, 1209-K S. Lake St., Los Angeles 6, Calif.

POST CARD BARGAIN

Regular 3½ x 5½ Mailing or Return Cards. Printed 1 color both sides, only \$2.08 per M in lots of 250M. College Press, South Lancaster, Mass.

to those who were as worldly wise as we were.

In the printing business, we found that we had dealings with, and wanted to serve, all types of buyers, including prudes and puritans as well as business people who enjoyed an off-color story or quick glance at a spicy picture, but we also found that the dollars the prudes and puritans paid for their printing had the same buying value as the dollars that came from any other source, and we figured that it didn't pay to insult one type of customer to gain attention, win a smile or even an order from another type.

As we see it, what goes for the printing business goes for any other line of business.

The Los Angeles outfit assures the printer that what is offered is not "Alley-art"—that the photographs were created by one John Merideth, "Hollywood's most glamorous portrait photographer and are an example of good taste, conforming to every post office requirement." The portraits may not be "alley art" but they certainly could be termed "bedroom art" which in this man's opinion and that of anyone with a sense of decency, has no place in legitimate advertising.

Yours,

George

REPORTER'S NOTE: Aside from the moral angle, George . . . the whole idea of showing a stenographer undressing in thirteen stages for a series of cards hits an all time high in CORN.

DATES TO REMEMBER

Direct mail people should mark their calendars for the following scheduled events in 1952.

April 24 to 27: Fourth Annual Western Conference of Mail Advertising Service Association, Ambassador Hotel, Los Angeles. Contact Leon Farrand, chairman, Southern California MASA, 3256 West Sixth Street, Los Angeles 5, California.

June 1 to 11: Forty-eighth Annual Convention of Advertising Federation of America, The Waldorf-Astoria Hotel, New York. Contact Elton Borton, president, Advertising Federation of America, 330 West 42 Street, New York 18, N. Y.

June 22 to 26: Annual Convention of Advertising Association of the West, Olympic Hotel, Seattle. Contact Charles W. Collier, Advertising Association of the West, 425 Bush Street, San Francisco 8, California.

June 29 to July 2: Annual Conference of National Industrial Advertisers Association, Palmer House, Chicago. Contact officers of local I.A.A. Chapters.

October 4 to 7: 31st Annual Convention of Mail Advertising Service Association, Shoreham Hotel, Washington, D. C. Contact Dial Elkins, Chairman, Batt, Bates & Company, 1700 Connecticut St., N. W., Washington 5, D. C. or Jeannette Robinson, at Association headquarters, 18652 Fairfield Avenue, Detroit 21, Michigan.

October 8 to 10: 35th Annual Convention of Direct Mail Advertising Association, Shoreham Hotel, Washington, D. C. Contact Boyce Morris, 1000 Connecticut Avenue, N. W., Washington 6, D. C. or Frank Farrett, at Association headquarters, 17 East 42 Street, New York 17, N. Y.

October 12 to 18: Annual Convention of Printing Industry of America, Chase Hotel, St. Louis, Mo. Contact James Brackett, P. I. A., 719 15th St. N. W., Washington 5, D. C.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

ADDRESSING

Archer Business Service..... 564½ Archer Ave., Chicago 32, Ill.
Clear Cut Duplicating Co..... 120 Greenwich St., New York 6, N.Y.
Creative Mailing Service, Inc..... 460 No. Main St., Freeport, N.Y.
Fair Mail Service..... 117 Cleveland Ave., Plainfield, N.J.

ADDRESSING — TRADE

Shapins Typing Service..... 68-11 Roosevelt Ave., Woodside, N.Y.
M. Victor..... 139 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCY

Martin Advertising Agency..... 15PA East 40th St., New York 16, N.Y.
ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw-Hill Pub. Co., Inc.—Sales Service..... 350 W. 42nd, N.Y. 36, N.Y.

ADVERTISING ART

John Guthrie..... 1345 Green Court, NW., Washington 5, D.C.
Raymond Luckin..... 116 West Clinton Ave., Tenafly, N.J.
Trakus Art Studio..... 3107 Town St., Moline, Illinois

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriters Co..... 610 N. Carpenter St., Chicago 32, Ill.
Robotyper Corporation..... 125 Allen Street, Hendersonville, N.C.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co..... 11 Stone St., New York 4, N.Y.
Arrow Letters Corp..... 307 West 25th St., New York 18, N.Y.

BOOKS

44 West 28th St., New York 1, N.Y.
330 West 42nd St., New York 18, N.Y. Melrose 76, Mass.

COLLATING MACHINE

97 No. Mumford St., Richmond 20, Va.
Thomas Mechanical Collator..... 30 Church Street, New York, N.Y.

COPYWRITER (Free Lance)

Leo P. Bott, Jr..... 64 E. Jackson Blvd., Chicago 4, Ill.
John C. Raymond..... 1000 Euclid Ave., Cleveland 15, Ohio
Oscar E. Reed..... Howell, Michigan
Hal G. Verney..... 15 Washington Place, New York 3, N.Y.
John Yearman..... 442 East 29th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Homer J. Buckley..... 57 East Jackson Blvd., Chicago 4, Ill.
Chase & Richardson, Inc..... 9 East 15th St., New York 17, N.Y.
Dudley-Raymond, Inc..... 80 Broad Street, Boston 10, Mass.
Dunhill List Company, Inc..... 1000 Peachtree St., Atlanta 1, Ga.
Frederick L. Gymer, Lee Letter Service..... 123 East 29th St., Cleveland 15, Ohio
Mailgraph Co., Inc..... 20 East 20th St., New York 3, N.Y.
Reply-O Product Company..... 39 Water Street, New York 4, N.Y.
John A. Smith & Staff..... 150 West 22nd St., New York 11, N.Y.
Carl G. Vienot, Inc..... 11 Beacon St., Boston 8, Mass.
Philip J. Wallach Company..... 134 Summer St., Boston 19, Mass.
229 Fifth Ave., New York 1, N.Y.

DIRECT MAIL EQUIPMENT

The Adams Commercial Equipment Co..... 200 Broadway, New York 16, N.Y.
Addressing Machine & Equipment Co..... 236 Broadway, New York 7, N.Y.
General Binding Corp..... 3305 West Belmont Ave., Chicago 14, Ill.

ELLIOTT STENCIL CUTTING

Cheer Cut Duplicating Co..... 120 Greenwich St., New York 6, N.Y.

ENVELOPES

The American Paper Products Co..... East Liverpool, Ohio
Atlanta Envelope Company..... Post Office Box 1261, Atlanta 1, Ga.
Boston Envelope Co..... 397 Hanover St., Boston 14, Mass.
Cupples-Hesse Corp..... 4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Samuel Cupples Envelope Co., Inc..... 360 Furman St., Brooklyn 2, N.Y.
Direct Mail Envelope Co., Inc..... 15 West 20th St., New York 11, N.Y.
Garden City Envelope Co..... 3601 North Rockwell St., Chicago 12, Ill.
General Envelope Company..... 23 South St., Box 654, Boston 2, Mass.
The Great Envelope Co., Inc..... 320 S. Dearborn St., Chicago 4, Ill.

McGill Paper Products, Inc..... 501 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co..... 641-643 Atlantic Ave., Boston 19, Mass.
Sheppard Envelope Co..... One Envelope Terrace, Worcester 4, Mass.
The Standard Envelope Mfg. Co..... 1600 East 20th St., Cleveland 14, Ohio
Tension Envelope Corporation..... 522 Fifth Avenue, New York 36, N.Y.

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation, 3800 Harrison Ave., St. Louis 16, Mo.

Tension Envelope Corporation, 123-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation, 1912 Grand Ave., Des Moines 14, Iowa

United States Envelope Company..... Springfield 2, Mass.
The Wolf Envelope Company..... 179-51 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Curtis 1000, Inc..... 388 Capitol Ave., Hartford 8, Conn.
Garden City Envelope Co..... 3601 North Rockwell St., Chicago 12, Ill.
The Sawdon Company, Inc..... 480 Lexington Ave., New York 17, N.Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

HOUSE ORGANS

The William Fether Co..... 812 Huron Road, Cleveland 15, Ohio
IMPRINTERS — SALES LITERATURE

L. P. MacAdams, Inc..... 301 John St., Bridgeport, Conn.

LABEL PASTERS

Potdevin Machine Company..... 1281-28th St., Brooklyn 18, N.Y.

LABELS

Penny Label Company..... 9 Murray St., New York 7, N.Y.

LETTER GADGETS

Hewig Company..... 45 West 45th St., New York 19, N.Y.

LETTERHEADS

Peerless Lithographing Company..... 4105 Diversify Ave., Chicago 39, Ill.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co..... 1000 Franklin St., Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Letterpress)

Benart Mail Sales Service, Inc..... 228 East 45th St., New York 17, N.Y.

Brewster Mail Service Company..... 17 East 42nd St., New York 17, N.Y.

Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Letterpress)

Brewster Mail Service Co., Inc..... 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Offset)

Brewster Mail Service Co., Inc..... 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Screen)

Brewster Mail Service Co., Inc..... 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Silkscreen)

Brewster Mail Service Co., Inc..... 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Woodcut)

Brewster Mail Service Co., Inc..... 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Xerography)

Brewster Mail Service Co., Inc..... 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Other)

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Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Other)

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Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Other)

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Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

PRINTING SERVICES (Other)

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Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

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Century Letter Co., Inc..... 48 East 21st St., New York 10, N.Y.

Codd Advertising Service..... 607 East Van Buren, Phoenix, Ariz.

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SHORT NOTES Cont. from Page 11

over the big ballroom of the Biltmore. Inside . . . fourteen separate sheets by as many New York typographers giving their graphic art interpretation of Franklin sayings. Should go down in history as one of the finest examples of perfection produced by the printing industry.



□ **NEW HOUSE MAGAZINES** seem to be popping up around the map. Reflecting, no doubt, increased need for more aggressive selling. Norman Brucks of Farris Engineering Corporation, Palisades Park, New Jersey sent us his first issue of a four-page "Blow Down" for Farris representatives. Typewriter offset composition. Brief and well written notes about sales developments. Twenty-four items covered in first issue. Norman is willing to swap with editors.



□ **PENNSYLVANIA DUTCHMEN** who remember the wonderful tangy dried corn dishes prepared by their grandmothers might like to know about this: It's been practically impossible to buy old-fashioned dried corn in stores (except in some Pennsylvania towns). But you can now get it by mail. Write to Ralph C. Gable, Martin H. Cope Company, Rheems, Lancaster County, Pennsylvania. Ready-to-serve "evaporated sweet corn" can be purchased in case lots (24 cans) for \$3.75, plus shipping charges. It's delicious.



□ **NEW POSTAL CHARTS** are now popular. Many producers and suppliers are trying to condense the new postal rates and regulations into understandable tables and instructions. One of the best we have seen so far is an 8½x11, three-wing affair produced by the Atlanta Envelope Company, P. O. Box 1267, Atlanta 1, Georgia. Covers everything except second class. It is readable and understandable. As long as the supply lasts you can get a copy by writing to David Goldwasser.



□ **THE FIRST ENVELOPE**, according to Harlan Whitman, sales promotion manager of Curtis 1000 Inc., Hartford 6, Connecticut was developed in ancient Babylon . . . a sort of pie crust roll of clay was wrapped around the heavy tablets to protect the inscribed baked clay message inside. Curtis 1000 is celebrating its 70th Anniversary in business . . . so Harlan put historical facts together in a bulletin. Until 1840, envelopes (as such) were not used. Postage rates depended on distance and number of folded sheets used. With

the advent of single rate postage in England . . . the Mulready envelope came into being . . . the ancestor to all stamped envelopes.



□ **A PORTABLE DUPLICATING AND ADDRESSING KIT** is being distributed by The Heyer Corporation, 1850 South Kostner Avenue, Chicago 23, Illinois.



Looks like a handy little outfit for clubs or local merchants with a small list. The portable printer (about the size of a hand camera) accommodates a stencil about the size of a post card . . . for typed, written or drawn messages. The portable addresser uses the principle of typing addresses on a roll of paper from which one hundred or more impressions can be made on cards or envelopes. We understand even some of the larger lettershops have installed these or similar low-priced addressers when the number of runs on a list is not sufficient to warrant the cost of more expensive plates and stencils. If interested, get complete details from the manufacturer.



□ **"SAYINGS** from Smith Envelopes" (2460 E. Grand Blvd., Detroit 11, Mich.) is the name of a combination wall placard and h.m. issued monthly by President Frank Tullar. On one side is a display slogan to hang in office. This month, it read—"You are not what you think you are; but what you think, you are." On the other side of 4½" x 11" bristol sheet is Smith's Corner Card with two columns of small type and illustrations putting over jokes (with just a little business thrown in).



□ **INFORMATION BULLETINS** are mailed once a month by Radio Station KFRO, Longview, Texas (ABC affiliate) to local area advertisers. Just a single mimeograph sheet, legal size, with standard heading, "Radio Gets Results for Retailers." Each issue highlights news in four or five brief, fast-moving items. Keeps advertisers in touch with what's going on behind the scenes in radio. Well done. Station president James R. Curtis might supply samples.

□ **TOM McELROY**, well-known direct mail expert, did a wonderful job in promoting Christmas gift subscriptions for The Catholic Digest, 300 Park Ave., New York 17, N. Y.

By means of direct mail alone to their own subscriptions, as well as by the use of a bind-in in the magazine itself, more than 75,000 Christmas gift subscriptions at \$2.50 each were sold from a magazine circulation of 525,000. No outside lists of any kind were employed. It is estimated that the subscriptions were obtained at a selling cost of about 25¢ each. That's good.



□ **WHOOPS!** The Children's Record Guild of 27 Thompson Street, New York 13, N. Y. recently mailed a form letter which started: "Dear Parent: With your permission, I am going to send your child FREE a new two-record album, etc." Nothing particularly wrong with the letter, but the sample sent to us was addressed to and received by a Miss Elsie M. Roberts of Chicago. Scott Robertson of Robertson & Buckley, Inc., 57 East Jackson Boulevard, Chicago 4, Illinois, who sent us the sample, thinks there is no excuse for sending such a letter to a "miss." We agree.



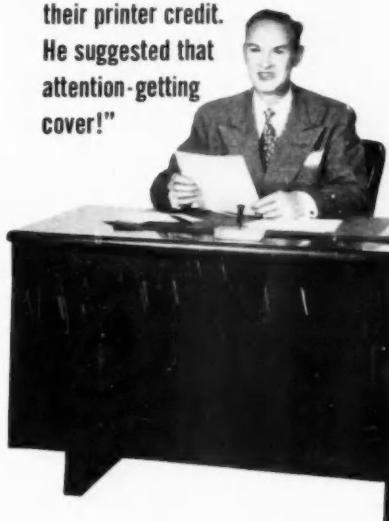
□ **FRESH BROOK TROUT** by mail are now available . . . and good. A fascinating direct mail case history. Colin Thomas of Baltimore was an investment counselor . . . but became interested in fish. Before he knew exactly what happened to him, he possessed a trout hatchery which he calls The Green Spring Company, Inc., at Newville, Cumberland County, Pennsylvania. "Ford Times" (h.m. of Ford Motor Company) gave Mr. Thomas a fine write-up in October 1951 issue, and recently this reporter had a chance to meet him . . . and sample the product. Game trout are taken from water (after you order by mail for specified arrival date). Within fifteen minutes they are cleaned, inserted in individual plastic envelopes and frozen. Your order is packed in a specially designed cardboard creel with dry ice and shipped special for guaranteed delivery. Clever illustrated directions for cooking and boning. A campfire treat in your own home. For an education in skillful mail order handling, write to Colin Thomas for his literature.



□ **WATCH** for a fine article next month by Jules Paglin of New Orleans on problems of manufacturer-wholesaler-retailer relations.

"Isn't this new Acme catalog a fine job?"

"Sure is! And give their printer credit. He suggested that attention-getting cover!"



Let your printer show you how a lively cover invites readership, wins favorable action for catalogs, broadsides, booklets

You raise *your* catalogs, booklets and other mailings far above the "run-of-the-mill" when you add an attractive cover—one that conveys an impression of importance and quality to the reader.

Ask your printer to show you examples—on Hammermill Cover. In bright white or any of eleven lively colors, it

provides a pleasing background for a cover that wins further inspection. And Hammermill Cover is long-lasting, keeps on working and selling for you long after you send it out. It's backed by the famous "Hammermill" name, known and respected by thousands of buyers of business printing. Send today for the free sample book.



You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let it be your assurance of quality printing.

Hammermill Paper Company
1621 East Lake Road, Erie 6, Pennsylvania

Please send me—FREE—the up-to-date sample book of Hammermill Cover.

Name _____

Position _____

Please attach to or write on your business letterhead. TR-FEB



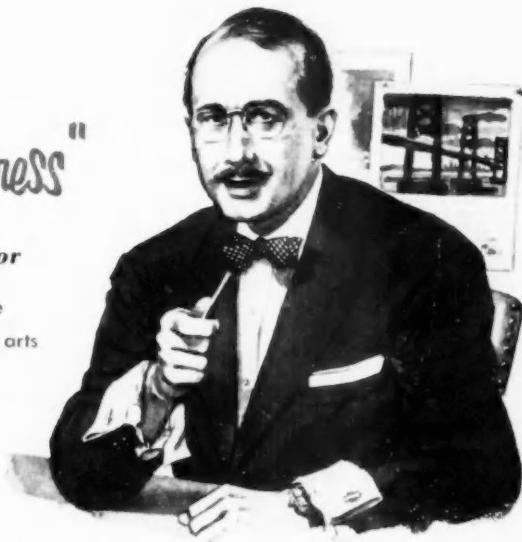
**HAMMERMILL
COVER**

BY THE MAKERS OF HAMMERMILL BOND

"My finished art is done on the press"

... Says The Agency Art Director

"I've learned this . . . on the press, art comes to life or falls flat on its face. That's why I consult graphic arts experts on every detail, including paper. Speaking of paper, my offset reproduction team and I agree . . . Ticonderoga Offset always brings out the best in our work."



"**THE PRODUCTION MAN** tells me what process to use for best reproduction of art work."



"**THE PRINTING SALESMAN** instructs his foreman who decides on mechanics of production and paper."



"**THE PLANT FOREMAN** instructs the press room foreman accordingly. For consistently good results their choice of paper is always **TICONDEROGA OFFSET**."

Art work sparkles on TICONDEROGA OFFSET

Make your next lithograph job the best you ever produced. True black & white and color reproduction . . . fine ink affinity . . . with sharp, clean results . . . you'll get them all on TICONDEROGA OFFSET. And you'll save money, too. Printers everywhere respect TICONDEROGA OFFSET for its thoroughbred performance. International Paper Company, 220 East 42nd Street, New York 17.



International Paper
COMPANY
BOOK AND BOND DIVISION